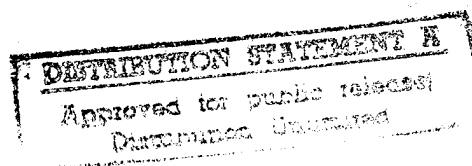


19960205 078

**A Survey Of 10th Mountain Division (Light) Soldiers
Who Deployed To Operation Uphold Democracy
To Determine The Importance, Availability
And Use of News and Media Resources**

**A Thesis Presented to the Faculty of the
W. Page Pitt School of Journalism and Mass Communications

In Partial Fulfillment of the Requirements for the Degree of
Master of Arts in Journalism and Mass Communications
Marshall University**



~~19951227 047~~

**By
Captain Jenelle B. Roberts**

November 27, 1995

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**TABLES ERRONEOUSLY NUMBERED, THERE IS
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MARCH 11, 1996

December 19, 1995

Defense Technical Information Center
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Ms. Gretchen Schlag,

Enclosed is a copy of a thesis just completed for a masters degree in journalism and mass communications. I have been instructed to send a copy to DTIC. The distribution for this thesis is distribution statement A. The material is not classified and distribution is unlimited. I received these instructions from DTIC on 19 December 1995.

Pages 75 and 76 are an executive summary of chapters 4 and 5. Appendix A contains the soldiers' comments in response to two open-ended questions on the survey. While the comments did not statistically play into the study results, they were quite interesting and revealing to read none the less.

If you have any questions, I can be reached in the following locations during the designated time periods.

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Sincerely,

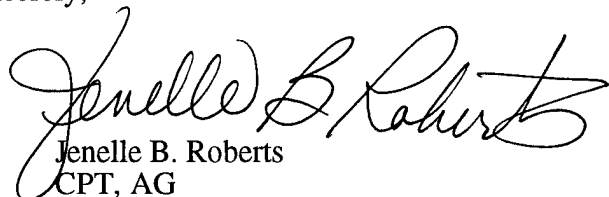

Jenelle B. Roberts
CPT, AG

TABLE OF CONTENTS

CHAPTER.....	PAGE
I INTRODUCTION.....	4
Background and Problem Statement.....	4
Purpose.....	5
Significance of the Study.....	6
Research Questions.....	6
Hypotheses.....	6
Media Operations During Operation Uphold Democracy.....	8
Data-Gathering Procedures.....	9
Theory.....	9
Media Dependency Theory.....	10
Individual Differences Theory.....	11
Uses and Gratification Theory.....	11
II LITERATURE REVIEW.....	13
MILITARY RELATED RESEARCH.....	13
Center For Army Lessons Learned.....	13
Sample Survey Of Military Personnel.....	16
Desert Storm Studies.....	19
Other Related Studies.....	21
NON-MILITARY-RELATED RESEARCH.....	24
Print.....	25
Radio.....	26
Television.....	27
SUMMARY.....	27

III DESIGN OF THE STUDY	29
Sources of Data.....	29
Procedure for Collecting Data.....	29
Survey Response Percentage	30
Explanation of Survey Instrument.....	30
Hypotheses/Question Correlation	32
Pilot Test	33
Treatment of Data.....	34
IV DEMOGRAPHICS AND FINDINGS.....	36
DEMOGRAPHICS OF RESPONDENTS	36
FINDINGS	39
Hypothesis one	40
Hypothesis two.....	43
Hypothesis three.....	43
Hypothesis four	45
Hypothesis five.....	46
Hypothesis six.....	47
Hypothesis seven.....	49
Hypothesis eight.....	50
Hypothesis nine	52
Non-hypothesis Findings	59
V DISCUSSION AND RECOMMENDATIONS	64
DISCUSSION.....	64
Demographics.....	64
Open-ended Questions.....	65
Hypotheses.....	66
Non-hypothesis.....	70

RECOMMENDATIONS	72
APPENDIX A	77
Soldiers' Comments	77
APPENDIX B	85
Survey Cover Letter.....	85
APPENDIX C	87
Survey Instrument.....	87
APPENDIX D	96
Bibliography	96

CHAPTER I

INTRODUCTION

Background and Problem Statement

"A soldier's need for information is greatest during deployments and mobilizations. From the Revolutionary War through Operation Desert Storm, the Army has found that informed soldiers fight better and are more likely to survive than soldiers who don't understand why they fight"
(Public Affairs Operations, 2-4).

Today's world, with its changing patterns of conflict and threats to U.S. interests, presents new political and military challenges. Political instability requires a strong, versatile military, capable of executing the national military strategy across a full range of operations -- to include war and operations other than war (OOTW) (Peace Operations, IV).

Peace Operations is the new term used to cover the wide range of activities involved in OOTW. Peace Operations include peace enforcement, protection of humanitarian assistance, establishment of order and stability, enforcement of sanctions, guarantee and denial of movement, establishment of protected zones and forcible separation of belligerents (Peace Operations, IV).

Peace operations have become increasingly common in the post-Cold War era. The most recent operation began in September 1994 in Haiti. In Operation Uphold Democracy, U.S. soldiers from the 10th Mountain Division (Light), Fort Drum, New York, and the XVIII Airborne Corps, Fort Bragg, North Carolina, began deploying to Port au Prince the morning of September 19, 1994. They were joined by Marines deploying to Cape Haitian September 20th. The strength in the theater was expected to be at 15,000 soldiers and marines, 8,600 from the 10th Mountain Division. Their mission was to :

1. Protect U.S. forces, U.S. citizens, designated Haitians and third country nationals.
2. Establish a stable and secure environment in Haiti.
3. Reorganize, train and equip the Haitian military.

4. Reestablish the legitimate democratically elected government to Haiti (Operation Uphold Democracy-Public Affairs After Action Review).

Peace operations such as Haiti often take place in environments less well-defined than in war. The identity of belligerents and the relationships between parties may be uncertain. Specific operations may not be clear. As a result of this unstable environment, Command Information (CI) in OOTW is more critical than ever. Command Information is the acquisition, analysis, production and dissemination of accurate and timely information to soldiers, their families, civilian employees and other internal audiences (Public Affairs Operations 1-2).

Soldiers deployed to foreign lands feel isolated, anxious and uncertain. Commanders must ensure that their soldiers are informed quickly with as much information as possible to dispel this anxiety and strengthen the command. Possible sources of information for soldiers are radio, television, newspapers, magazines, letters, word of mouth and the chain of command.

When deployed, soldiers often find themselves in many different locations within the theater, depending on their mission. This fact, coupled with the fact that commanders decide how news reaches soldiers, makes news availability and exposure inconsistent across a theater of operation.

Purpose

The majority of research in the area of mass communication regarding the military falls into the area of public information. Public information deals with information passed to external audiences via the civilian news media.

The purpose of this research is to survey the soldiers of the 10th Mountain Division (Light) who deployed in Operation Uphold Democracy to determine the value of news to them and how much, how often, what kind and by what avenue they received news. News for the purposes of this study is defined as a report of a current event or events. Also, the study will analyze why soldiers use mass media resources. A comparison to earlier studies will indicate if these factors differ significantly in combat versus non-combat environments.

Significance of the Study

The uncertainty of many peace operations requires that the information needs of the soldiers be met. In an interview Ms. Tansill Johnson, Command Information Director at the Pentagon during Operation Uphold Democracy, pointed out that most studies concentrate on the Army and media relations with the civilian sector, but very few ever ask the soldier's opinion. She said, "Information builds esprit which affects morale, and that's why studies such as this one are so important. We are losing our forward presence - we are now a power projection Army. We must determine how effectively we are reaching soldiers when they are deployed" (Johnson). Information is a force multiplier. It enhances morale and reduces fear, uncertainty and boredom associated with peace operations. In short, it enhances soldiers' effectiveness.

This study, coupled with Captain Joseph Piek's 1993 study of Gulf War Veterans, may shed some light on how to better serve soldiers and commanders in the area of news and information availability in future deployments.

Research Questions

The three research questions are:

- 1) Were news and its availability important to deployed soldiers in Operation Uphold Democracy?
- 2) What was the primary source of news when deployed in Operation Uphold Democracy?
- 3) When deployed, what were the reasons soldiers used mass media resources?

Hypotheses

Hypotheses were developed in part from the findings of Captain Piek's 1993 Survey of Gulf War Veterans and in part from other mass media research. Captain Piek found that prior to deployment, enlisted soldier's primary news source was television. During deployment, the primary news source switched to radio and then radio along with television were the preferred news sources in post-deployment (Piek 56-61).

In a study published in 1992 regarding the meaning of radio to teenagers (17-19 year olds), a "relevancy factor indicated teenagers wanted radio to deal with problems facing their generation. A worldly awareness factor indicated that teens relied on radio for news and to learn what's going on." (Carroll, 160).

In addition, Cathy Cobb-Walgren found in her study, "Why Teenagers Do Not Read All About It," that 59% of all teenagers do not pick up a newspaper in an average weekday (Cobb-Walgren, 340).

Television has become the preferred news source for most Americans, although newspaper use is higher among persons with more education (Basil, 711).

In view of prior research, the hypotheses for this study are:

H1 - Prior to deployment to Operation Uphold Democracy, **all** U.S. Army **soldiers** received their news (local, national and international) primarily from television.

H2 - While deployed to Operation Uphold Democracy, U.S. Army **enlisted soldiers** received their news primarily from radio.

H3 - While deployed to Operation Uphold Democracy, U.S Army **officers** received their news primarily from newspapers.

H4 - Since deployment, **all personnel** receive their news primarily from television.

H5 - U.S. Army soldiers were more interested in news during their deployment to Operation Uphold Democracy than they were before deployment.

H6 - As a result of deployment to Operation Uphold Democracy, soldiers are more interested in news than before deployment.

H7 - Combat support personnel had more exposure to media resources than combat arms personnel.

H8 - Command Information was perceived as adequate.

H9 - When deployed, soldiers primarily used mass media resources as a diversion from their environment.

Media Operations During Operation Uphold Democracy

Initially, soldiers were exposed to very little news during Operation Uphold Democracy. Major Michael McKinney, from the Office of the Chief of Public Affairs (OCPA), was an escort officer for a press pool that was to cover the invasion of Haiti. Major McKinney accompanied soldiers of the 10th Mountain Division (Light) on the USS Eisenhower. "On the trip over there, we did have CNN on the ship. We were able to watch the President's address to the nation." (McKinney).

Lieutenant Colonel Michael Doble, another press pool escort from OCPA said, "The first 10 days, communication was at a premium. Information to soldiers came through the chain of command and reporters," (Doble).

According to First Lieutenant Gretchen Keating who was in the first wave of soldiers from 10th Mountain to go into Haiti, it took between 30 and 45 days for news sources to stabilize in the theater. Initially, news was sporadic; however, after about a month, small exchanges were established that provided magazines and newspapers (Keating).

Domestic newspapers

Various U.S. newspapers were sent to Haiti during the operation. The 10th Mountain Division received *USA Today*, 3,000 copies per issue. A smaller number of the *Miami Herald*, *Washington Post* and *New York Times* was distributed. The *Watertown Daily Times*, local civilian newspaper of the 10th Mountain Division, was delivered twice a week.

Unit Generated Newspapers

The division newspaper, the *Fort Drum Sentinel*, was sent from New York. The 27th Public Affairs Detachment, which deployed with the division, periodically published a newsletter.

Broadcasts

Armed Forces Radio and Television Service (AFRTS) broadcast both radio and television programs. Soldiers were issued individual radios with headsets and each unit was issued a

television (Keating). CNN was also available on television. Local television and radio were broadcast in French or Creole.

Magazines

A small exchange was set up approximately 45 days into the mission. Magazines such as *Time* and *Newsweek* could be purchased there.

Mr. Alfred Konecky, 10th Mountain Division (Light) Deputy Public Affairs Officer, said, "Many elements went into making [the environment] a piece of home," (Konecky). Private organizations such as the Association of the United States Army and the Boy and Girl Scouts of America sent many care packages containing magazines (Konecky).

Data-Gathering Procedures

The methodology used for collecting the data was a survey using a verbal frequency scale and a Likert scale for responses. The Deputy Public Affairs Officer from the 10th Mountain Division (Light), Alfred Konecky, was contacted by phone and agreed to distribute the surveys to appropriate units with a termination date back to his office and to forward them to the researcher upon completion. Instructions for the completion of the survey included the request that the distribution of the surveys closely correspond with the demographics of those soldiers who deployed to Haiti. The survey sample size was 500.

Theory

In developing the framework for this research, three mass communication theories form the theoretical basis for the study: media system dependency, individual differences, and uses and gratifications.

The usefulness of the media system dependency model to this study is that under conditions of social change or conflict (i.e. deployments to foreign areas), the model predicts that people (i.e. soldiers) tend to be more dependent than ever upon the mass media for information.

The greater their dependency upon the media, the more likely persons in the audience will be affected by the media (Pan, 7).

While the media dependency theory attempts to explain the increased dependency on media resources during times of conflict, the individual differences theory attempts to explain why soldiers who share many of the same goals, values and training experiences, will provide similar answers to the survey questions. These individual answers reflect their individual differences, social category differences and social relationship differences (Defleur -196).

Similar to the individual differences theory, the uses and gratifications theory focuses on the meaning of the experience to the particular user in a social situation. These explanations of the gratifications as a result of the use of particular media define a soldier's needs when deployed.

Media Dependency Theory

The aim of media system dependency theory is to explain why mass communications sometimes has powerful and direct effects and at other times has indirect and rather weak effects. The theory draws upon the central issues of five general communication paradigms: the structural functionalist concern for societal stability; the change focus of the conflict paradigm; the emphasis on social adaptation of the evolutionary paradigm; the concentration on meaning construction in the symbolic interactionist perspective, and finally, but most important to this study, the explanation of individual factors (motivation, values, attitudes and behaviors) drawn from the cognitive paradigm (Defleur and Ball-Rokeach, 302).

Individuals develop dependency relationships with the media because individuals are goal directed and some of their goals require access to resources controlled by the mass media. The types of dependency relations that individuals develop with the media are in three areas: understanding, orientation, and play.

Understanding refers to self understanding (learning about oneself and growing as a person) and social understanding (knowing about and interpreting the world and community).

Orientation refers to action orientation (deciding what to buy or how to dress) and interaction orientation (getting ideas about how to handle different situations). Play refers to solitary play (relaxing when alone or having something to do by oneself) and social play (listening to music or going to a movie with friends) (Defleur and Ball-Rokeach, 306).

Individual Differences Theory

The individual differences theory states "like fingerprints, the personality of every human being was found to be unlike that of any other. While they shared the behavior patterns of their culture, each individual had a different cognitive structure of needs, habits of perception, beliefs, values, attitudes, skills etc." (Defleur - 172). These variations in the cognitive structure of individuals result from learning experiences in social and cultural environments. These individual differences in cognitive structures lead members of an audience to selective patterns of attention, perception, recall and action regarding specific forms of media content (Defleur -198). The individual differences theory is applicable to this study because the research is attempting to determine individual soldiers' responses to questions about media watching, reading, and listening patterns. Further, it will determine if enlisted soldiers and officers differ in their valued news source.

Uses and Gratification Theory

Uses and gratification research looks at the role media play in enabling people to bring more satisfying relations between them and the world around them (McQuail, 71). The gratifications revealed most often in studies of mass media uses include the acquisition of news and information either about the wider or immediate environment; the provision of escape or release from anxiety, loneliness, tension, personal troubles, usually into a fantasy world; the offering of support, reassurance and an increase in self-esteem; help given in social interaction, as a topic of conversation, the provision of a ritualistic accompaniment to daily activities which brackets the day, sets the mood, maintains a familiar environment (McQuail, 75).

These uses and gratifications can be divided into three broad conceptual categories: (1) surveillance of the surrounding environment for relevant information; (2) diversion from the surrounding environment for escape and relaxation; and, (3) personal identity, developed through interaction with the surrounding environment ranging from developing self-perceptions to interpersonal contact with others (Towers, television, 3).

Uses and gratification researcher Jay Blumler suggests that mass media audiences are active participants. "The audience is conceived of as active, that is, an important part of mass media use is assumed to be goal directed. This assumption may be contrasted with the theory that most mass media experiences represent pastime rather than purposeful activity, very often reflecting chance circumstances within a range of availabilities rather than an expression of psychological motivation or need" (Blumler, 21). Blumler goes on to say "that it cannot be denied that some media exposure has a causal origin; the issue is whether, in addition, patterns of media use are shaped by more or less definite expectations or what certain kinds of content have to offer the audience member" (Blumler, 21).

Blumler further explains his theory on uses and gratification by stating that each medium offers a unique combination of (a) characteristic content; (b) typical attributes (print vs. broadcasting modes of transmission, iconic vs. symbolic representation, reading vs. audio or audio-visual modes of reception); and (c) typical exposure situations (at home vs. out-of-home, alone vs. with others). Blumler believes the central question is: What combination of attributes may render different media more or less adequate for the satisfaction of different needs (Blumler, 25)?

The loneliness of family separations, the anxiety of not knowing exactly what is going to happen next, the need to know about the world while often isolated in deployment and the cohesion created by common knowledge shared with fellow soldiers not only affect the readiness of the force, but also the selection of a type of medium and its subsequent gratifications. This study will investigate the availability and value of media resources to soldiers to determine if soldiers' needs are being satisfied.

CHAPTER II

LITERATURE REVIEW

MILITARY RELATED RESEARCH

CENTER FOR ARMY LESSONS LEARNED

The Center for Army Lessons Learned (CALL), U.S. Army Combined Arms Command, Fort Leavenworth, Kansas, has the mission of collecting and disseminating information, and analyzing and improving the application of procedures in all aspects of Army operations. In its December 1992 newsletter, "In the Spotlight - Media and the Tactical Commander," CALL focused on the effects and importance of information during contingency operations. The newsletter was a result of Operation Desert Storm after-action interviews conducted at Forts Bragg, Hood, Bliss, Stewart, Campbell and Benning. The newsletter stresses the importance of informed soldiers and makes suggestions about how commanders can improve their information flow.

"Command Information (CI) is a two-way flow of information between commanders and soldiers. At one time in combat, soldiers depended on CI for most of their news and information. Commercial news was not available or was untimely. Today, modern technology is such that deployed soldiers will seldom leave without access to civilian news. Leaders can turn civilian coverage into an extension of their CI programs by providing detail and perspective on coverage" (Spotlight, 1).

The information in the newsletter was broken down into topics and supported by numerous quotes from soldiers. This format will be followed in order to reveal the significant findings of the study. However, the most important finding from all of the interviews listed below was how very important it was for soldiers to have access to timely media resources.

TOPIC: CI as a Function of Command.

Soldiers want to know about the mission, their roles, how the mission is perceived at home, what other units are doing in support of the mission and who won yesterday's ball games.

"Getting information to the soldier was more important than food. How did it manifest itself? In morale!"
Battalion Commander (Spotlight, 1)

TOPIC: Locally Produced Newspapers.

Although the products weren't sophisticated, newspapers and newsletters produced at the division level and below were well received by soldiers.

"The division field newspaper was very timely and soldiers gobbled it up, they really did. The lower you get, the more of a need you have for a newsletter. Get it out quickly and keep the troops informed." Battalion Commander (Spotlight, 2).

TOPIC: Delayed Information Products.

Many information products failed to achieve maximum potential because they were often delayed or lost. Problems with clogged supply lines, slow mail and undependable unit distribution systems prevented timely dissemination.

"Newspapers were usually a week or two old, but they were better than nothing. They'd get passed around from soldier to soldier. We'd read them over and over again. Magazines were like gold."
Specialist (Spotlight, 4)

"Believe it or not, soldiers hardly ever read. They always want to be entertained with video and stuff. But in that desert environment, in combat, soldiers like to read newspapers. They like reading magazines." Battalion Commander (Spotlight, 4).

"The local papers had the most impact. Soldiers are concerned about what's going on in their hometown." First Sergeant (Spotlight, 4).

TOPIC: Soldier Access to Civilian Electronic and Print Media Products.

Soldiers will usually bring radios and TVs with them. In most areas of the world, soldiers will have access to military or civilian radio and, possibly, TV broadcasts. "Plugged in" as modern soldiers are, they are exposed to national and international news through military and civilian broadcasts (Spotlight, 4).

"Radios were never illegal or contraband. We were starving for news. BBC gave us the best.."
Battalion Commander (Spotlight, 5).

"Guys went out and bought short-wave radios on the Saudi economy. Radio had a lot of impact. I think it reassured soldiers that there wasn't a company line, because anyone could have a short-wave radio."
Battalion Commander (Spotlight,5).

TOPIC: Local Media Provide a Morale Boost to the Soldiers.

It is impossible to overstate the importance of local commercial media coverage. Public affairs officers, forward-deployed commanders and rear-detachment commanders agreed that bringing local media to the theater should be done at the first opportunity (Spotlight,7).

"People turn more to newspapers - especially local newspapers - to try to find out what is going on."
Division Rear Detachment Commander (Spotlight,7).

TOPIC: Impact of Civilian Media on Soldiers.

"I feel when a soldier is well-informed, he is more prepared for the next mission."
Staff Sergeant (Spotlight, 12).

"How did the lack of information hurt? Start getting a little sullenness among everybody, to include myself. No fights or anything like that, but you could tell - you could just feel it."
Battalion Commander (Spotlight, 12).

Studying the effects of news access on soldiers is a fairly new phenomenon. Operation Desert Storm focused attention on the problem as shown by the information from CALL.

SAMPLE SURVEY OF MILITARY PERSONNEL

The Army Personnel Survey Office (APSO), US Army Research Institute for Behavioral and Social Sciences (ARI) conducts a Sample Survey of Military Personnel (SSMP) twice a year. The survey contains questions on a wide range of topics. After Operation Desert Storm, the survey added questions about how soldiers get their news about the Army. The population consisted of all permanent party, active component personnel. The samples were selected randomly by using the final one or two digits in the Social Security number. For the Spring 1993 SSMP, 4,686 officers and 5,408 enlisted personnel completed the survey.

The question was *"How much news/information about the Army is received from the following sources?"* The answer choices were:

<u>Print</u>	<u>Radio</u>	<u>TV</u>	<u>Other</u>
Army Times	Local radio	Local TV	Chain of Command
Post Newspapers	Soldier's radio	Command Access TV	
Soldiers Magazine			
Local Newspaper			

Officer Results -

Officers were grouped into three groups - warrant officers (WO1 - CW5), company grade officers (2LT - CPT), and field grade officers (MAJ-COL).

- Almost three-quarters of all officers (74.2%) reported they received a moderate amount or a lot of news/information about the Army from the *Army Times*.

- 62.3 % of all officers reported they received a moderate amount or a lot of news/information about the Army through the chain of command.

- More than one-half of all officers(56.5%) reported they received a moderate amount or a lot of news/information about the Army from the post/installation newspaper.

- 44% of all officers reported they received a moderate amount or a lot of news/information about the Army from *Soldiers* magazine.

- Warrant officers (48.8%) and company grade officers (47.9%) were more likely than field grade officers (35.4%) to report that they received a moderate amount or a lot of news/information about the Army from *Soldiers* magazine. This finding was considered statistically significant.

- In addition, officers reported they received a moderate amount or a lot of news/information about the Army from local commercial newspapers (29.7%), local commercial radio/TV (28.8%), the Soldier's Radio Satellite Network (19.9%), and Command Access TV Channel (17.7%) (SSMP CI,1-2).

Enlisted Results -

Enlisted personnel also were placed in three rank groups: Junior Enlisted (PV2 -CPL/SPC); Junior Non-commissioned officer (Jr. NCO) (SGT-SSG); Senior Non-commissioned officer (Sr. NCO) (SFC-CSM).

- Almost three-quarters of all enlisted personnel (72.3%) reported they received a moderate amount or a lot of news/information about the Army from *Army Times*.

- Junior NCOs (79.6%) and Senior NCOs (82.6%) were more likely than junior enlisted (64.2%) to report that they received a moderate amount or a lot of news/information about the Army from the *Army Times*. This finding was considered statistically significant.

- 63.7% of all enlisted personnel reported they received a moderate amount or a lot of news/information about the Army from the post/installation newspaper.

- Senior NCOs (70.6%) were more likely than junior NCOs (65.5%) and junior enlisted personnel (60.5%) to report that they received a moderate amount or a lot of news/information about the Army from the post/installation newspaper. The differences in this finding were not considered statistically significant.

- 60.6 % of all enlisted personnel reported they received a moderate amount or a lot of news/information about the Army from the *Soldiers* magazine.

- Senior NCOs (69.2%) and junior NCOs (64.3%) were more likely than junior enlisted personnel (55.6%) to report they received a moderate amount or a lot of news/information about the Army from the *Soldiers* magazine. This was considered a statistically significant finding.

- One-half of all enlisted personnel (51.5%) reported that they received a moderate amount or a lot of news/information about the Army through the chain of command.

- Senior NCOs (68.1%) were more likely than junior NCOs (54.3%) and junior enlisted personnel (45.1%) to report that they received a moderate amount or a lot of news/information about the Army through the chain of command. This was considered a statistically significant finding.

- In addition, enlisted personnel reported they received a moderate amount or a lot of news/information about the Army from local commercial newspapers (39.7%), local commercial radio/TV (41.7%), the Soldier's Radio Satellite Network (35.8%), and Command Access TV Channel (34.8%) (SSMP CI,2-3).

While in many categories in this research, officers and enlisted personnel do not differ greatly, there are significant differences in how information about the Army is received. Enlisted soldiers rely on *Soldiers* magazine, local radio/TV, local newspapers, Soldiers Radio and Command Access TV for Army news more than officers.

An interesting corollary to these survey results is the difference in news sources when forward deployed such as in Europe. Local radio, TV and newspapers, Soldiers' radio and Command Access TV become significantly more important when deployed, with radio showing the biggest difference. Officers reported using Soldiers' Radio to get a moderate amount or a lot of news/information about the Army only 8% of the time while stationed in the United States. However, that usage jumped to 63.7% when deployed to Europe. Enlisted soldiers reported using Soldiers' Radio 24.7% of the time in the United States, but 68.5% of the time in Europe to get a moderate amount or a lot of news/information about the Army (SSMP CI, slide O1/E1).

INSIDE FORT APACHE

In another Desert Storm-related study, Lieutenant Colonel James Fetig wrote about the Army's relationship with the media in *Inside Fort Apache*. Fort Apache was a desert patch of sand so named by the 2nd Armored Cavalry Squadron from the 24th Infantry Division. Fort Apache was about a two-hour tank drive from the 24th's main camp, which was 250 kilometers into the Saudi Arabian Desert.

In stressing the importance of information and keeping soldiers informed, Fetig said, "The troops were starved for information. After moving deep into the desert, news of current events evaporated. The British Broadcasting Corporation was sporadically available over short-wave, but U.S. armed forces radio was mute. Newspapers, including the division's own, which could not substitute for the genuine article, were practically non-existent and several days late when they arrived. The lack of information caused many rumors to develop about enemy politics, and the unit's status (39).

MORE DESERT STORM STUDIES

Two other Desert Storm-related studies were conducted in 1993 by Captain Joseph Piek and Captain John Suttle, United States Army.

Captain Piek's study, of which this study is a replication, surveyed enlisted Gulf War veterans to determine the importance and availability of news.

Captain Suttle surveyed Gulf War maneuver battalion commanders on the effectiveness of command information products in a combat environment.

Both studies dealt directly with the availability and access of information to soldiers.

The results of Piek's study showed soldier's most valued news sources during deployments were radio, chain-of-command, newspapers and television, in that order. In addition, the enlisted soldier's first choice for a news medium in future deployments was radio (Piek,56). However, prior to deployment it was radio and television (Piek,38).

Additionally, Piek's study showed soldiers were significantly more interested in international news during and after the Gulf War than before they deployed (Piek,40).

In comparing types of military units and media sources available and used, Piek found combat support and combat service support soldiers had television available and consequently watched it more than combat arms soldiers. Combat arms soldiers read the newspaper more. All soldiers listened to the radio (Piek,46).

In a gender comparison, both male and female soldiers chose radio as their preferred news source. Television and newspapers tied for second with female soldiers. Males chose television as their second choice (Piek,49).

Interestingly, while newspapers' importance has been mentioned in much of the literature, it was not the soldiers' preferred news source under any circumstances in Piek's study.

Suttle's study of maneuver battalion commanders' opinions of command information found that 63% of the commanders said information lag did negatively affect their ability to provide troops with adequate information (Suttle,63). Suttle's study also showed that 57% of the commanders surveyed were dissatisfied with the command information products available (Suttle, 68). Forty-two percent of the commanders believed current professional military education regarding command information is inadequate (Suttle,71).

In a related study, Captain Stephen Gady, investigated if there is a difference in how government employees, civilian and military, receive their news. He surveyed Department of Defense (DOD) civilians and soldiers stationed at Fort Benjamin Harrison, Indiana. No overseas comparison was done. His results yielded no difference in how DOD civilians and soldiers receive their news (Gady,36). The significance in his study lies in the specific answers soldiers gave.

When asked what medium they used to get their news, 32% chose TV, 31% newspapers, 26% news magazines, and 15% radio (Gady,33). In addition, Gady looked at soldiers' uses and gratifications for each medium. Soldiers' highest responses for uses and gratifications in TV were to "get immediate knowledge of big news events", "be entertained" and "get dramatic, exciting entertaining news" (Gady,24). While soldiers felt more neutral toward news magazines, they still

indicated they use them to "get knowledge on big news events" and "get dramatic, exciting, entertaining news". Soldiers also indicated they read news magazines "just to pass the time" (Gady, 25).

Soldiers indicated their uses and gratifications for using radio were to "be entertained" and "just pass the time", followed by "being happy" and "being my friend when I am alone" (Gady, 26).

"Get immediate knowledge of big news events" was soldiers number one choice for the uses and gratifications of newspapers, followed by "to understand what is going on" (Gady, 27).

OTHER RELATED STUDIES

Prior to Operation Desert Storm, studies on troop information programs were limited. In 1963, Captain Robert Gwaltney conducted an appraisal of the Army's command information system. Gwaltney concluded that information at the troop level was inadequate and the majority of commanders were poorly trained in command information procedures. In addition, Gwaltney found that company commanders did not have sufficient troop information programs and were hindered by lack of support and poor guidance from higher headquarters (Gwaltney, 43-44).

Gwaltney also made reference to a captured North Korean communiqué that attributed successful brainwashing efforts of American soldiers to their being poorly informed (Gwaltney, 9).

Also in the 1960s, the U.S. Military History Institute surveyed approximately 8,000 survivors of military campaigns in the Spanish-American War, the Philippine Insurrection and the Boxer Rebellion to determine how the men involved now saw their actions in those wars and how they viewed press coverage of them. Most of the men surveyed were in their 80s (Eberhard, 708).

The chief source of news of the war for soldiers involved in it was not the Army itself, according to several veterans. "We only knew what the people sent us from home," one said. His comment was a general reflection on the difficult and uncertain communication environment that prevailed (Eberhard, 710).

More than anything, the veterans recalled the dearth of newspapers or magazines, and the long time it took to get mail from home. One veteran said, "We were campaigning in remote places, it took three months to get any mail from home, I didn't see any newspapers, there were none." Some acknowledged that there were newspapers back in Manila, but they seldom saw them (Eberhard, 710).

In a study related to the Gulf War, but not directly involving soldiers, "News Media Exposure and its Learning Effects During the Persian Gulf War," a group of researchers led by Zhongdang Pan, examined the extent of news media exposure and the effectiveness of information dissemination by various channels (Pan, 7). The theoretical framework they used was the media dependency model of media effects. Proponents of this media concept define it as a relationship in which the capacity of individuals to attain their goals is contingent upon the information resources of the media system. Thus, under the conditions of social change or conflict, the model predicts people tend to be more dependent than ever upon the mass media for information (Pan, 7).

While this study involved American citizens at home, these findings are applicable to soldiers deployed in any conflict. Pan found that there was a significant increase in news media exposure during war. Respondents reported a 50% increase in their frequency of newspaper reading per week. The war might also have drawn an additional 4% audience to network television news and 15% more people reported reading a newsmagazine during the Gulf War. National Public Radio and news talk radio shows also showed a significant increase in usage (Pan, 11).

When asked to name the medium as their most used source of information about the Gulf War, television was chosen by 79% of the respondents as their first option. However, the role of newspapers was no less important. Although it was chosen by fewer than 12% as their first choice, newspapers were mentioned by more than 55% as their second most used source. Among those who chose television as their first source, more than 96% mentioned newspapers as their second choice (Pan, 11-12). However, there is no clear evidence of exclusive use of any one particular medium during the war, although it is possible that some individuals used one medium

more than others due to their lifestyles and conditions (Pan, 15). This would be particularly true of deployed soldiers whose media resources may be limited.

In 1942, a series of persuasion studies was conducted on American recruits concerning their knowledge, attitudes, opinions and motivations toward World War II after they viewed a series of *Why We Fight* Films prepared by the War Department. Chief of Staff of the Army, General George C. Marshall believed most draftees were ignorant about world events leading up to the bombing of Pearl Harbor. He felt it essential that recruits have a clear understanding of these events in order to be the most effective soldiers.

Lowery writes, "He [the soldier] had to be taught to hate the enemy and love his country, to be intensely dedicated to his military unit and to place its survival and welfare above his own. In other words, in developing an effective fighting force it is essential to instill attitudes and loyalties that can provide critical psychological and social supports that sustain the combat soldier when the going gets tough" (Lowery, 107).

The studies, conducted by a team of psychologists and social psychologists headed by Carl Hovland, were to determine:

1. Was the film effective in improving *factual knowledge* about military events?
2. Did the content of the film alter the *opinions and interpretations* of viewers regarding several major themes presented in the film?
3. How much did the film improve the *general attitudes* of the soldiers toward their British allies?
4. Was the film a significant factor in improving *overall motivation* among recruits to fight a tough war? (Lowery, 114).

The overall findings by objective were:

1. The *Why We Fight* films had a significant effect on soldiers' knowledge of the factual material concerning the events leading up to the war.
2. The films also had some marked effects on opinion where the film specifically covered factors involved in a specific agenda. However, opinion changes were less frequent and less marked than changes in factual knowledge.

3. The films had very few effects on opinion about items more general in nature.
4. The films had no effects on the items prepared for the purpose of measuring effects on soldiers' motivation to serve, which was considered the ultimate objective of the orientation program (Lowery, 117).

The important issue is why these films were so ineffective in achieving their major objectives. Hovland and his colleagues had a number of possible explanations. "Motivation to serve in the armed forces is a complex phenomenon with many dimensions: pressures from one's family, general social norms, fear of death or injury, or prior feelings about combatant" (Lowery, 117).

The study concluded that "the results of their experiments supported the perspective that the effects of mass communication are strongly influenced by *individual differences* among members of the audience. Individual differences led to selective perception, interpretation and change. Such factors as the initial position of the subject were found to be very important in understanding the results. Similarly, there were differential influences that were related to the *social categories* (i.e. educational attainment) of the audience" (Lowery, 133).

NON-MILITARY-RELATED RESEARCH

In 1987, Drew and Weaver surveyed 234 individuals 18 years old and up in Bloomington, Indiana, to study the relationships between exposure and attention to three news media -- newspapers, television news and radio news. Their study yielded evidence that newspapers are more likely to influence cognitive learning and television influences both cognition and attitudes. Radio news was less influential than the other two types of media (Drew, 740).

Basil conducted a re-analysis of Roper public opinion data from 1937 to 1987, which included opinions from approximately 45,000 Americans. Basil's analysis found that in 1937, Americans' preferred news source was the newspaper. This preference shifted to radio in 1945, and by 1972 the American audience preferred television as their primary news source. According

to 1986 Roper data, television was still the primary news source (57%) followed by newspaper (37%) and radio (6%) (Basil, 708-722).

In 1992, Defleur, Davenport, Cronin and Defleur studied audience recall of news stories when presented by newspaper, computer, television and radio. Results of this study showed that news stories presented by newspapers or computer screens were recalled at a much higher level than facts from the same stories when presented via radio or television (Defleur, Davenport, 1010).

In research related to a specific medium, the following literature was found:

Print

In a 1988 study using 1,355 high school students, age 16-19, Cobb-Walgren found that the most important predictor of non-readership is perception of time and effort needed to read the newspaper, with non-readers having neither time nor interest. In fact, concerning media habits in general, she found that teenagers spend 18% less time with television and 17% less time with radio than adults. They read fewer magazines than adults and are less likely to be exposed to a daily newspaper. In fact, on the average weekday, 59% of all teenagers don't even pick up a newspaper (Cobb-Walgren, 340).

In a similar study of a slightly older group of Americans, 21-25 year olds, conducted in 1985, Kirsch studied the newspaper reading practices of 3,000 young adults in the 48 contiguous states. The study examined the relationship of educational attainment to newspaper readership habits and the use of three communication media -- television, books and magazines; what young adults read; and, how newspaper readership relates to use of the other media. Findings showed that (1) the level of education attained by young adults was strongly related to how often they read the newspaper; (2) daily readership was higher among males (49%) than females (41%); (3) the Northeast was the region with the highest daily readership in the country (54%); (4) more than 80% of young adults read news; (5) neither television nor other print material compete with newspaper readership. However, those who did not read news were more inclined to be heavy television watchers (Kirsch, 1-7).

Dr. Wayne Tower, in his study, "Adult Readership of Magazines and Why They Read," specified three dimensions of media-related gratifications: surveillance of the surrounding world, diversion from that world, and personal identity, an interaction of personal and mediated experiences (Towers, Magazines, 1).

While the research was directed at magazines, other media were included in his results. Results yielded that diversion was found to be a common response across all media. Newspaper research produced dimensions that were clearly surveillance whereas in radio, diversion emerged clearly as the gratification purpose. Magazines fell into both categories, depending on the type. Newsmagazines were related to surveillance notions such as following international events, keeping up with government and information about daily life. Other magazines rated high in the diversion category for reasons such as killing time and simple escape (Tower, Magazines, 3-7).

Radio

In the 1991 study, "Meaning of Radio to Teenagers in a Niche-Programming Era," researchers identified several factors why teenagers use radio and the gratifications obtained from it:

- (1) Verbal-personality factor, wherein, teenagers responded positively to disc jockey chatter.
- (2) Relevancy factor indicated that teenagers wanted radio to deal with problems facing their generation.
- (3) Worldly awareness factor indicated that teens relied on radio for news and to learn "what's going on."
- (4) Portability factor because it can be carried everywhere (Carroll, 160).

Other findings in the study included learning that females listen to radio with greater frequency than males and use it for mood management such as tranquilizing purposes. Males used music or the radio to "pump them up" (Carroll, 162).

Related to mood management, Thayer, Newman and McClain's 1993 study, "Self-regulation of Mood: Strategies for Changing a Bad Mood, Raising Energy and Reducing

Tension," stated that mood management is basic to many common daily activities. In the four studies that were conducted, listening to music fared relatively high in coping behaviors (Thayer, 910).

In another radio-related study, Woal studied "Listeners' Socioeconomic Status and the Uses of All-News Radio." His research suggested that listeners of low socioeconomic status view all-news radio as a source of both information and entertainment. His theory regarding this conclusion was that listening to radio does not require the expenditure of intellectual effort or money and is, therefore, easily accessible to persons of low socioeconomic status (Woal, 1-6).

Television

In a 1978 study of television uses and gratifications, Rubin suggests that there are two types of television users. The first viewer type uses television out of habit and to pass the time when there is nothing better to do; to occupy idle time and relieve boredom, and; for entertainment. This model of audience use emphasizes the medium itself (Rubin, 48).

The second viewer type uses television to seek information or to learn, and not for escape. This model of audience use emphasizes content of the medium (Rubin, 50).

Finally, in Towers' 1981 study of "Uses and Gratifications of Television News Audiences," he found that watching both local and national early evening news was related to surveillance of the environment, while watching television in general was related to diversion from that environment (Towers, Television, 1).

SUMMARY

While all of this literature is pertinent to the current study, some of the findings yielded conflicting results. However, several dominant themes run throughout the research.

- 1) News and its availability are important to soldiers. They become more interested and dependent on it in times of conflict.

2) Americans' number one choice as a primary news source is television. However, age, gender, educational level and socioeconomic status play a role in determining the second most valued news source. This indicates that considering individual differences is vital in determining appropriate news resources.

3) People's reasons for choosing a certain medium fall into three categories:

- a. surveillance of the surrounding world
- b. diversion from that world
- c. personal identity.

The research indicated that print products and television were primarily used for surveillance of the environment, while radio was used for diversion from that environment. Because the literature shows that when deployed, soldiers' first media choice is radio, it can be surmised that its primary use is for diversion from the isolated, uncertain environment of armed conflict in a foreign area.

CHAPTER III

DESIGN OF THE STUDY

Current information on the media practices of soldiers when deployed was obtained by conducting a survey of a sample of soldiers from the 10th Mountain Division (Light) that deployed to Operation Uphold Democracy in Haiti. The survey requested information about news interests before, during and after Operation Uphold Democracy, as well as news sources available, preferences and uses for media sources while deployed.

Sources of Data

The 10th Mountain Division (Light) deployed 8,600 soldiers in support of Operation Uphold Democracy. At deployment peak, approximately 7,200 were on the ground in Haiti at the same time. Of those 7,200 soldiers, 61% were combat arms soldiers, 39% were combat support soldiers, and women made up 5% of those deployed (Strength report). The respondents of the survey are soldiers who deployed to Haiti for at least one month. All respondents are currently located at Fort Drum, New York. Due to the close proximity of the respondents and for control purposes, the decision was made to work through the Division Public Affairs Office for survey distribution and recovery.

Procedure for Collecting Data

The 10th Mountain Division (light) public affairs office was initially contacted by letter, then by follow-up phone call. The survey and its purpose were explained to the Deputy Public Affairs Officer, Alfred Konecky. Assistance in distributing and collecting the surveys was requested. Mr. Konecky was very supportive and became the point of contact for the survey. The sample size was 500 soldiers from the division. Demographics of these soldiers approximately matched the demographics of those that deployed to Haiti.

Five hundred surveys were mailed to the public affairs office at Ft. Drum on May 4, 1995 with instructions for further distribution to specific units. The instructions were to select a sample of soldiers that would closely correspond to the demographics of those soldiers who deployed to Haiti. Points of contact were established within each unit to ensure these instructions were followed and to ensure a timely return of the surveys.

The unit point of contact randomly selected individual respondents that had been deployed at least one month and closely matched their unit demographics at the time of deployment. Upon completion, surveys were returned to the unit point of contact who delivered them to Mr. Konecky at the public affairs office. Mr. Konecky gave each unit 10 days to return the completed surveys. At the end of the 10-day period, he collected the surveys and returned them to the researcher.

Survey Response Percentage

A total of 500 surveys were mailed out as a part of this research. Mr. Konecky returned 362 surveys at the end of allotted time period. Of the 362 surveys, five contained so little information that they could not be used for statistical analysis. Therefore, 357 survey results were entered into a statistical software program designed specifically to analyze social science research data called SPSS. The response rate for this research project was 71.4 percent ($357/500 = 71.4$).

Explanation of Survey Instrument

The survey is an eight-page questionnaire located at Appendix H. There are 39 questions on the survey: 22 five-point Likert scale or verbal frequency scale type questions; six multiple choice questions; two open-ended questions, and; nine questions to gather background information on each subject. The breakdown of questions and their purpose:

Q 1-5

How soldiers got their news and what type of news they were interested in **prior** to deployment in Operation Uphold Democracy in Haiti.

Q 6-8	Type of news sources available and news interest while deployed.
Q 9, 13, 18	Filter questions for specific news questions (i.e. television, radio, print).
Q 10-12	Television availability and use while deployed.
Q 14-17	Radio availability and use while deployed.
Q 19-22	Print products availability and use while deployed.
Q 23	Most valued news source while deployed.
Q 24-25	Adequacy of information while deployed.
Q 26	Soldiers' media choice for current deployments.
Q 27-28	News sources and interests since returning from Operation Uphold Democracy.
Q 29-37	Background information.

Uses and Gratification Questions

Questions 13, 17, 21, and 22 asked the soldiers to indicate to why they use each medium. These questions are a replication of questions used by Dr. Wayne Towers in his television uses and gratifications study (Towers, Television, Table 1).

The possible answers to these four questions can be further broken down into the three broad conceptual areas for the study of uses and gratifications.

Surveillance Statements

- *Find issues affecting people like myself.*
- *Keep me informed about what is happening back in the United States.*
- *Improve the quality of my lifestyle.*

Diversion Statements

- *Be happy.*
- *Just pass the time.*
- *Be my friend when I am alone.*
- *Be entertained.*

Interaction Statements

- *Get information to pass along to other people.*
- *Find interesting or unusual stories that I can tell others.*
- *Get more information on things I've seen such as movies, sports events or accidents.*
- *Get exciting, dramatic and entertaining news.*
- *Understand what is going on.*
- *Get immediate knowledge on big news events.*

Hypotheses/Question Correlation

The questions in the survey are designed to get responses that support or reject each of the hypotheses in this study.

Hypothesis one -- *Prior to deployment to Operation Uphold Democracy, all U.S. Army soldiers received their news (local, national and international) from television: questions 1-3 apply.*

Hypothesis two -- *While deployed to Operation Uphold Democracy, U.S. Army enlisted soldiers received their news primarily from radio: questions 9, 13, 18 and 31 apply.*

Hypothesis three -- *While deployed to Operation Uphold Democracy, U.S. Army officers received their news primarily from newspapers: questions 9, 13, 18 and 31 apply.*

Hypothesis four -- *Since deployment, all personnel receive their news primarily from television: question 27 applies*

Hypothesis five -- *U. S. Army soldiers were more interested in news during their deployment to Operation Uphold Democracy than they were before deployment: questions 4 and 6 apply.*

Hypothesis six -- *As a result of deployment to Operation Uphold Democracy, soldiers are more interested in news now than before deployment: questions 4 and 28 apply.*

Hypothesis seven -- *Combat support personnel had more exposure to news sources than combat arms personnel: questions 7, and 34 apply.*

Hypothesis eight -- *Command Information was perceived as adequate: questions 24 and 25 apply.*

Hypothesis nine -- *While deployed, soldiers primarily used media resources as a diversion from their environment: questions 12, 17, 21 and 22 apply.*

Pilot Test

Before distribution to the 10th Mountain Division (Light) sample population, the pilot test was conducted on a group of soldiers from the 6th Transportation Battalion, 7th Transportation Group, Ft. Eustis, Virginia. This group of soldiers deployed to Haiti in support of the 10th Mountain Division (Light). They were co-located with many of the division units and, therefore, were exposed to the same media resources. This made soldiers of the 7th Transportation Group excellent subjects for the pilot test.

The executive officer of the 6th Transportation Battalion, initially contacted by telephone April 10, 1995, agreed to supervise the administration of the survey. The purpose of the pilot test was to identify areas of misunderstanding or confusion on the questionnaire prior to its distribution to the survey sample population. Therefore, it was imperative to have a test group that was representative of the different levels of experience and education found in the survey population.

Ten surveys were administered by the executive officer to a group consisting of four junior enlisted soldiers, two non-commissioned officers and two officers. The respondents were encouraged to ask questions if they had any doubts about any part of the survey. The ten surveys were returned to the researcher on April 25, 1995. No respondent experienced any confusion with the survey instrument. Therefore, no changes were made prior to its distribution to the 10th Mountain Division (Light) sample survey population.

Treatment Of The Data

Descriptive Statistics

Frequency and percentage tables and mean scores were used to compare and descriptively illustrate Likert scale and verbal frequency scale responses on appropriate questions. Demographic data was graphically illustrated using percentage charts.

Inferential Statistics

Cross-tabulation tables and the chi-square test for significance were used to determine the relationship and significance between certain chosen variables. Correlated sample T-Tests were used to compare like variables over time to test for significant differences between two groups mean scores. ANOVA was used to test for significant differences among three or more group means. Pearson's r was used in some cases to measure the strength and direction between two variables.

Hypotheses Testing

Hypotheses one (*prior to deployment, soldiers received their local, national and international news from television*) was analyzed using frequency percentage tables and mean scores for questions one through three.

In the case of hypotheses two and three (*while deployed **enlisted soldiers** received their news primarily from radio and **officers** received their news primarily from newspapers*), answers were compared to rank group, using cross-tabulation tables and chi-square.

Hypotheses four (*after deployment soldiers received their news primarily from television*) was analyzed using frequency percentage tables and mean scores for question 27.

Hypotheses five and six (*soldiers were more interested in news during and after deployment, than before deployment*) compared the answers to questions four and six and four and 28, respectively, using correlated sample t-test.

Hypothesis seven (*combat support personnel had more exposure to news sources than combat arms personnel*) was analyzed using frequency distributions, percentages and mean scores.

Hypothesis eight (*command information was perceived as adequate*) was analyzed using frequency distributions, percentages and mean scores for questions 24 and 25.

Hypothesis nine (*while deployed soldiers primarily used media as a diversion from their environment*) used frequency distributions, percentages and mean scores for analysis of questions 12, 17, 21, and 22, comparing the diversion statements to the other statements in each question. Pearson's r was used to determine the relationship between the uses and gratification statements and rank, and then again, with gender.

Other statistical analyses used were frequency distributions, percentages and mean scores to compare the answers to questions five and eight (*prior to and while deployed what **army source** did soldiers receive most of their news*) by rank group. Also descriptive statistics were used to compare the answers to question 23 and 26 (*what was the most valued news source while deployed and recommended news source for future deployments*) by rank group, education level and type of unit assigned to determine if there is a significance difference among categories.

CHAPTER IV

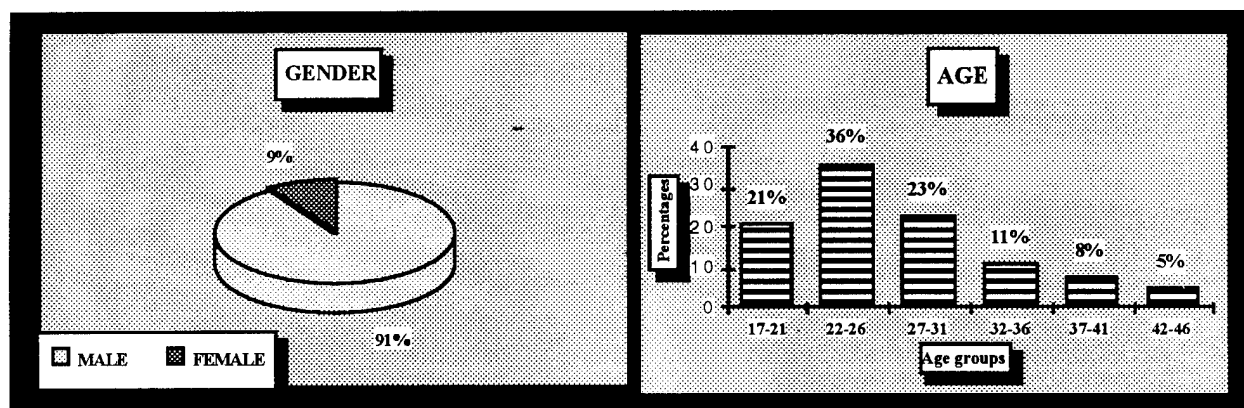
Demographics and Findings

Demographics of Respondents

Composite Respondent. The typical survey respondent for this research was a male soldier, 22-26 years old. He was junior enlisted, and had served in the Army six months to five years. He trained as a combat arms soldier and served with a combat arms unit three to four months during deployment in Operation Uphold Democracy in Haiti. He had a high school degree or GED equivalent.

Gender. A total of 357 soldiers responded to the survey. Of those respondents, 91% were male and 9% were female. See Chart 4-1.

Age. The age range of respondents was 18 to 46 years old. The age categories and percentages were 17-21 years old (21%); 22-26 years old (36%); 27-31 years old (23%); 32-36 years old (11%); 37-41 years old (8%); and 42-46 years old (1%). See Chart 4-2.



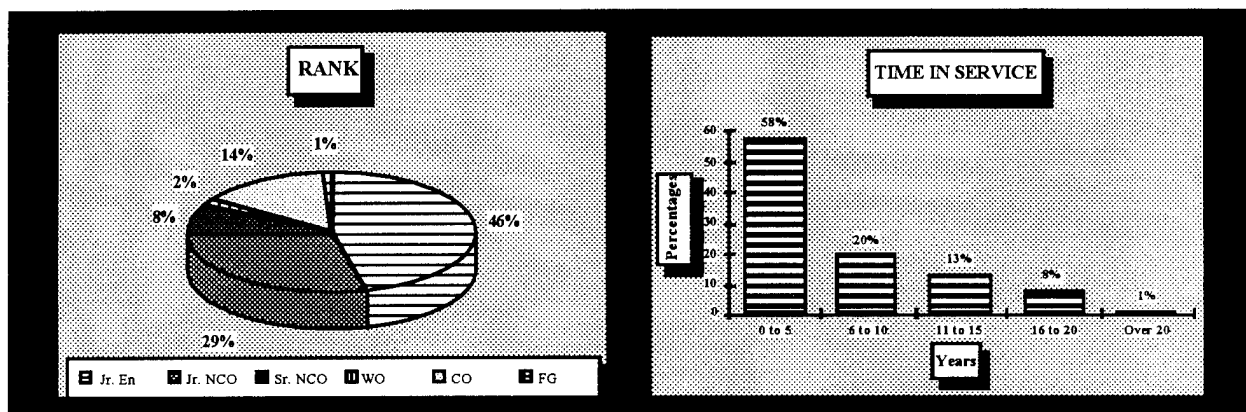
Gender Chart 4-1

Age Chart 4-2

Rank. Rank was divided into six categories: junior enlisted (Private, E-1, through Specialist/Corporal, E-4); junior noncommissioned officer (Sergeant, E-5, through Staff Sergeant, E-6); senior noncommissioned officer (Sergeant First Class, E-7, through Command Sergeant

Major, E-9); warrant officer (Warrant Officer, WO1, through Chief Warrant Officer, CW5); company grade officer (2nd Lieutenant, O-1, through Captain, O-3); field grade officer (Major, O-4, through Colonel, O-6). The respondent population was 46% junior enlisted, 29% junior noncommissioned officer, 8% senior noncommissioned officer, 2% warrant officer, 14% company grade officer and 1% field grade officer. This distribution is illustrated in Chart 4-3.

Time In Service. The survey asked soldiers to indicate how many years and months they had been in the service at the time of deployment to Operation Uphold Democracy. The time in service ranged from six months to 27 years. The categories and percentages were 0-5 years (58%), 6-10 years (20%), 11-15 years (13%), 16-20 years (8%), and over 20 years (1%). This distribution is illustrated in Chart 4-4.



Rank Chart 4-3

Time In Service Chart 4-4

Education Level. Soldiers were asked to indicate their highest level of education attained. Forty-five percent had a high school diploma or GED, 28% had one to two years of college, 3% had three to four years of college, 6% had an Associate degree, 16% had a Bachelor degree, 1% had done some post-graduate work, and, 1% had a Master degree. Chart 4-5 illustrates education distribution.

Basic Branch. The respondents were asked to indicate their basic branch or military occupational specialty, in which they were trained. The Army's basic branches are divided into four categories: combat arms, combat support, combat service support and special branches.

These include:

Combat Arms

Infantry
Armor
Field Artillery
Aviation
Air Defense Artillery
Special Forces

Combat Support

Engineers
Signal Corps
Chemical Corps
Military Police
Military Intelligence

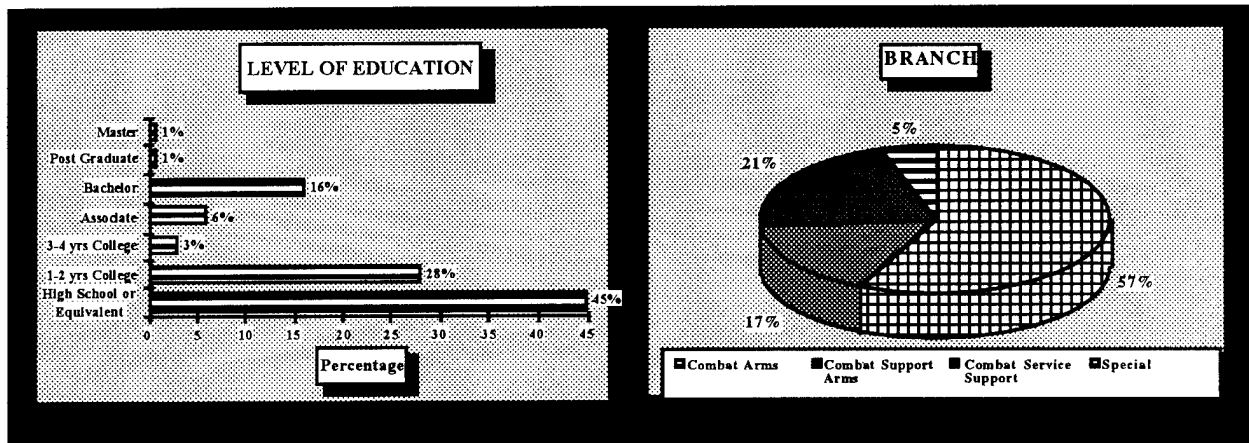
Combat Service Support

Adjutant General
Finance
Quartermaster
Ordnance
Transportation

Special

Medical
Medical Service
Nurse
Dental
Chaplain
Veterinary
Judge Advocate
General

Combat arms branches represented 57% of the respondents, 17% were combat support, 21% were combat service support and 5% were special branches. This distribution is illustrated in Chart 4-6.

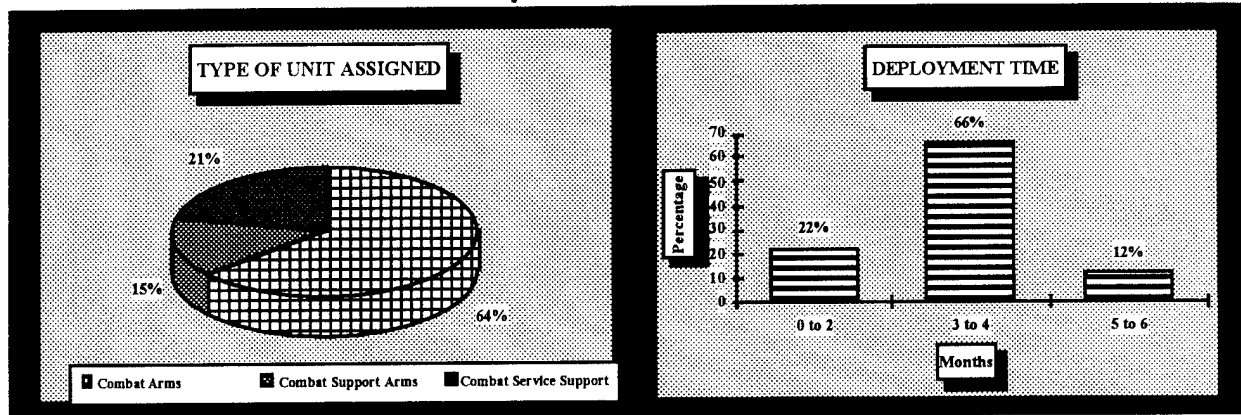


Education Chart 4-5

Branch Chart 4-6

Military Unit. Types of military units are identified by the same names and categories as the basic branches. A distinction must be made because certain basic branch personnel may serve with a unit of a different branch and category. For example, all infantry units (combat arms) have quartermaster personnel (combat service support) assigned. For this survey, all special branch personnel were assigned to combat service support units. Therefore, only three categories were used for military unit assigned, combat arms, combat support and combat service support. During the deployment to Haiti, 64% of the respondents were assigned to a combat arms unit, 15% to combat support and 21% to combat service support. This distribution is illustrated in Chart 4-7.

Length of Deployment. Twenty-two percent of the respondents were deployed to Haiti two months or less, 66% were deployed three to four months and 12% were deployed more than four months. See Chart 4-8.



Type of Unit Chart 4-7

Deployment Time Chart 4-8

Positions Held. The soldiers that deployed to Operation Uphold Democracy performed a variety of functions. Listed below are examples of the positions held during the deployment. The jobs are divided into three categories, junior enlisted, noncommissioned officers and officers.

Junior enlisted: driver, legal clerk, guard, medic, squad leader, switch-board operator, administrative clerk, radio and telephone operator, machine gunner, mechanic, scout, mail clerk, radar operator, grenadier and petroleum clerk.

Noncommissioned officers: treatment NCO, intelligence NCO, aviation quality assurance NCO, policeman, band member, fire support NCO, platoon sergeant and intelligence analyst.

Officers: pilot, personnel officer, commander, platoon leader, crew chief, executive officer and fire support officer.

Findings

The statistical analysis for this research was provided by a statistical software package called SPSS designed to analyze social science research data. Soldiers were asked to respond to a

variety of questions regarding media availability and use. The responses to the survey questions were scaled using a Likert or verbal frequency scale. The following scales were used:

NONE	INFREQUENTLY	SOME	FREQUENTLY	ALWAYS
(1)	(2)	(3)	(4)	(5)

STRONGLY DISAGREE	DISAGREE	NO OPINION	AGREE	STRONGLY AGREE
(1)	(2)	(3)	(4)	(5)

VERY INADEQUATELY	INADEQUATELY	NEITHER	ADEQUATELY	VERY ADEQUATELY
(1)	(2)	(3)	(4)	(5)

When descriptive statistics were used to analyze a hypothesis, frequency percentages and scale mean scores were used. When nominal level data were analyzed in contingency tables, the Chi-Square Goodness of Fit test was conducted to determine whether the chi-square value represented a significant difference in cell frequencies. In analyzing interval level data, a t-Test or ANOVA was used to determine whether a statistically significant difference existed between groups of mean scores. A correlation coefficient analysis was used to determine if there was a significant relationship between variables. In all tests, the probability level, or significance level, was set at $\leq .05$. This means that five times out of 100, the results of the study were based on random error or chance. In other words, 95 out of 100 times, the findings are real and not due to random error.

Hypothesis one -- *Prior to deployment to Operation Uphold Democracy, all ranks of U.S. Army soldiers received their news (local, national and international) from television.*

Soldiers were asked to indicate by what medium and frequency they received their news (local, national and international) prior to deployment to Haiti. The results of survey questions one through three were analyzed using percentage tables. The soldiers' media choices were television, radio, newspapers, magazines, word of mouth and letters from home. Soldiers marked each category according to the frequency used as a news source.

Table 1 shows the frequency percentages from each medium using a matrix illustrating a cross-tabulation between Likert scale responses to local, national and international news.

Table 1

How soldiers received their news prior to deployment to Operation Uphold Democracy

Television

	Local News	National News	Int'l News	Likert Average
Non-respondents	1.1	1.4	2.8	1.8
1. None	6.2	3.9	5.3	5.1
2. Infrequently	7.0	3.7	4.2	5.0
3. Some	16.9	10.1	12.9	13.3
4. Frequently	42.1	38.2	34.0	38.1
4. Always	26.7	42.7	40.7	36.7
	100	100	100	100

Radio

	Local News	National News	Int'l News	Likert Average
Non-respondents	3.9	3.9	6.2	4.7
1. None	18.5	18.5	22.8	20.0
2. Infrequently	17.1	15.4	15.2	15.8
3. Some	31.2	30.1	25.3	28.9
4. Frequently	20.5	23.9	21.6	22.0
4. Always	8.7	8.1	9.0	8.6
	100	100	100	100

Newspapers

	Local News	National News	Int'l News	Likert Average
Non-respondents	4.2	4.8	5.6	4.9
1. None	11.2	12.4	18.8	14.1
2. Infrequently	20.8	14.0	13.5	16.1
3. Some	29.8	30.1	27.5	29.1
4. Frequently	23.6	25.0	23.0	23.9
4. Always	10.4	13.8	11.5	11.9
	100	100	100	100

Magazines

	Local News	National News	Int'l News	Likert Average
Non-respondents	7.6	7	8.4	7.6
1. None	36.0	31.7	34.8	34.2
2. Infrequently	22.8	19.4	18.3	20.2
3. Some	23.0	23.6	21.3	22.6
4. Frequently	6.2	12.1	10.7	9.7
4. Always	4.5	6.2	6.5	5.7
	100	100	100	100

Word of Mouth

	Local News	National News	Int'l News	Likert Average
Non-respondents	5.1	5.3	6.5	5.6
1. None	7.9	18.0	24.2	16.7
2. Infrequently	15.7	17.7	19.4	17.6
3. Some	26.7	28.9	26.1	27.2
4. Frequently	27.2	16.0	13.2	18.8
4. Always	17.4	14.0	10.7	14.1
	100	100	100	100

Letters From Home

	Local News	National News	Int'l News	Likert Average
Non-respondents	5.9	6.7	7.6	6.7
1. None	57.9	57.9	61.0	58.9
2. Infrequently	18.0	17.7	14.9	16.9
3. Some	11.0	11.8	12.6	11.8
4. Frequently	5.3	4.2	3.4	4.3
4. Always	2.0	1.7	0.6	1.4
	100	100	100	100

*Due to rounding, some columns do not equal exactly 100 percent

The Frequently and Always categories for each medium indicate heavy usage, the Some category indicates moderate usage and the None and Infrequently categories indicate light usage.

Reading the columns yields the usage by type of news (local, national, and international). Reading the rows yields the total news usage by frequency.

Focusing on the most frequently used news source involved adding the Frequently and Always lines together for each medium. With the focus on which medium yielded heavy usage, soldiers received 68.8% of their local news, 80.9% of their national news and 74.7% of their international news from television. The medium with the second highest usage was word of mouth for local news, 44.6%, and newspapers for national and international news with 38.8% and 34.5%, respectively. These results support the first hypothesis, *Prior to deployment to Operation Uphold Democracy, all U.S. Army soldiers received their news from television.*

Table 2
Likert Scale Average Percentages From Table 1

	Television	Radio	Newspaper	Magazines	Word of Mouth	Letters
Nonrespondent	1.8	4.7	4.9	7.6	5.6	6.7
1. None	5.1	20	14.1	34.2	16.7	58.9
2. Infrequently	5	15.8	16.1	20.2	17.6	16.9
3. Some	13.3	28.9	29.1	22.6	27.2	11.8
4. Frequently	38.1	22	23.9	9.7	18.8	4.3
5. Always	36.7	8.6	11.9	5.7	14.1	1.4
	100	100	100	100	100	100

Table 2 summarizes the Likert scale percentage averages from Table 1. This further supports hypothesis one by illustrating that 74.8 % of the time soldiers' chose television as their overall, news source. This was followed by newspapers (35.8%), word of mouth (32.9%), radio (30.6%), magazines (15.4%) and letters from home (5.7%).

Hypothesis two -- While deployed to Operation Uphold Democracy, U.S. Army enlisted soldiers received their news primarily from radio.

This hypothesis was developed from the results of a study conducted with enlisted Gulf War veterans. The results of that study indicated that radio was the primary news source used by enlisted soldiers when they deployed to the Persian Gulf.

For the purposes of this study, soldiers were asked if while deployed to Haiti, did they watch televised news, listen to radio news or read newspapers? Overwhelmingly, 69.9% on the enlisted soldiers responded that they read newspapers, compared to 27% that did not. Responses to viewing televised news divided the survey population nearly in half with 49.3% indicating they did watch televised news and 49.7% indicating they did not. Responses to listening to radio news also revealed a fairly even split with 49% of the soldiers indicating they did listen to radio news and 46.3% indicating they did not. As a result of these findings, hypothesis two is rejected (for all three media, the answers did not total 100% due to non-response). See Chart 4-9.

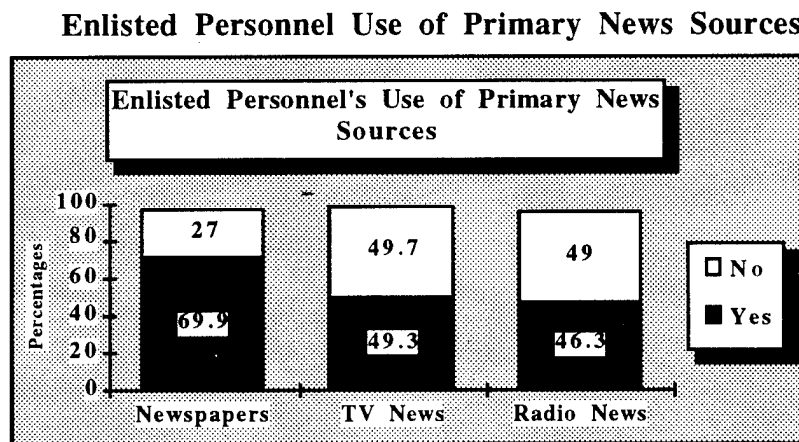


Chart 4-9

Hypothesis three -- While deployed to Operation Uphold Democracy, U.S. Army officers received their news primarily from newspapers.

Officers were asked the same series of questions as enlisted personnel regarding their primary news source. The officer results yielded the same order of primary news sources as the enlisted personnel results, but with a heavier emphasis on usage.

Officer respondents indicated that 87.9% read their news, compared to 12.1% that did not. Officers indicated that 70.7% of them watched televised news compared to 29.3% that did not. Finally, 65.5% listened to radio news versus 31% that did not. Once again, any differences from 100% were due to non-response.

Hypothesis three is supported indicating that officers received their news primarily from newspapers. See Chart 4-10.

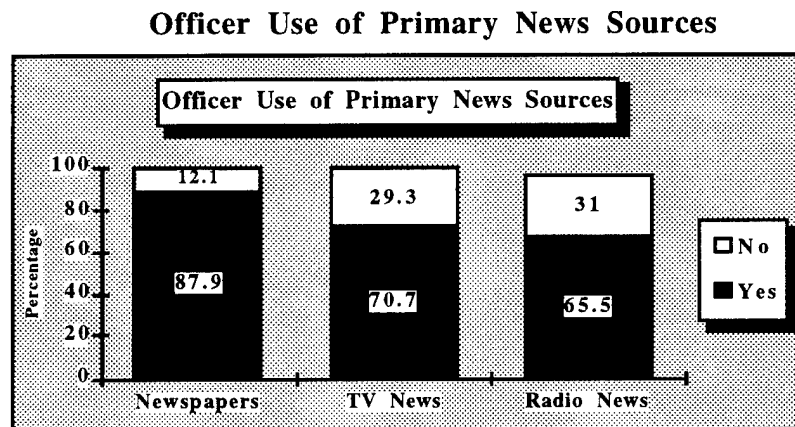


Chart 4-10

Both categories of personnel, officer and enlisted, indicated that the most used medium for news was newspapers. A contingency table analysis (crosstabs) and chi-square were conducted to determine if there is a statistical significance between the respondents' rank and their use of newspapers. The question respondents answered was, "*While deployed to Operation Uphold Democracy in Haiti, did you read news?*" The cross-tabulation comparing officer and enlisted responses is shown in Table 3 on the following page.

In Table 3, observed frequencies are represented by the numbers and percentages to the left of each cell. The expected frequencies are in bold to the right of each cell. The expected frequencies represent what would be expected if there was no relationship between rank and reading news. A chi-square test was conducted to determine the likelihood that the two variables were unrelated in the population. The chi-square value of 6.39164 exceeds the chi-square critical value of 3.8414. The relationship between the rank of the respondent and reading the news is significant at the .05 level and nearly at the .01 level.

Table 3 A Contingency Table Analysis of Rank Compared To Reading News

	No	Yes	Row Total
Enlisted	80 (27.9%) 72	207 (72.1%) 215	287 (83.2%)
Officer	7 (12.1%) 15	51 (87.9%) 43	58 (16.8%)
Column Total	87 (25.2%)	258 (74.8%)	345 (100%)

Chi-Square Value	Critical Value of Chi-Square	Degrees of Freedom	Significance
6.39164	3.8414	1	.01147

Phi measures association in a 2 X 2 table. Phi is determined by calculating the square root of the chi-square value divided by the total number of observations. In this case, Phi is the square root of 6.39 divided by 345. Phi ranges between -1.00 and +1.00, with 0.00 indicating no relationship. In this table, Phi = .14, which indicates a weak relationship. The best way to interpret Phi is to use the coefficient of determination that explains the proportion of the total variation of one variable that can be determined by the other. This measure is calculated by squaring Phi. For this comparison, the coefficient of determination is .02. Therefore, rank only explains 2% of the variation in the primary news source. The significance of .01147 indicates that nearly 99% of the time, there is a statistically significant difference in the observed and expected frequencies and it is not due to chance or random error.

Hypothesis four -- After deployment, all personnel will receive their news primarily from television.

Soldiers were asked to indicate their most frequently used news source *since* returning from Operation Uphold Democracy. Their media choices were television, radio, newspapers, magazines, word of mouth, letters from home and chain of command. Soldiers marked each category according to the frequency used as a news source. Table 5 is a percentage table summarizing the Likert scale responses for each medium.

Table 5 Most Frequently Used News Source Since Deployment

	Television	Radio	Newspaper	Magazines	Word of Mouth	Letters	Chain of Cmd
Nonrespondent	1.7	3.7	3.7	4.2	5.1	5.1	4.2
1. None	3.7	10.7	8.1	14	21.3	42.1	16.3
2. Infrequently	2.5	10.4	10.4	19.4	20.5	22.2	20
3. Some	7.6	24.2	25.3	27.2	24.7	16.3	27.9
4. Frequently	41.3	35.4	32	24.2	19.1	9.3	22
5. Always	43.0	15.4	20.2	10.7	9	4.8	9.6
	100	100	100	100	100	100	100

As stated earlier, the Frequently and Always categories for each medium indicate heavy usage, the Some category indicates moderate usage and the None and Infrequently categories indicate light usage. Determining the most frequently used news source involved adding the Frequently and Always lines together for each medium.

Since returning from Haiti, 84.3% of the respondents reported that they Frequently or Always get their news from television. The second most frequently used medium for news was newspapers at 52.2%, followed closely by radio at 50.8%. Magazines and the soldiers' chain of command were frequently or always used as a news source by about one-third of the respondents, 34.9% and 31.6%, respectively. Word of mouth and letters from home were the least most frequently used news sources, 28.1% and 14.1%, respectively.

Soldiers heavy use of television (84.3%) as a news source supports hypothesis four, *After deployment, all personnel will receive their news primarily from television.*

Hypothesis five -- U. S. Army soldiers were more interested in news during their deployment to Operation Uphold Democracy than they were before deployment.

Mean scores were used to compare soldiers' interest in news prior to deployment and while deployed in Haiti. Question 4 asked soldiers to respond to the question, "Prior to my deployment

to Operation Uphold Democracy in Haiti, I was interested in...." Using the verbal frequency scale (1=none, 2=infrequently, 3=some, 4=frequently, 5=always), soldiers responded in the areas of local news, national news, international news and theater news. Question 6 asked a similar question replacing "prior to deployment" with "while deployed."

Table 6 Comparison of News Interest Prior to Deployment and While Deployed

	Mean Score		df	t-value	Critical t-value	Significance
	Prior	During				
Local News	3.0	2.8	325	2.35	1.96	.019
Nat'l News	3.9	3.6	333	4.42	1.96	.0001
Int'l News	3.8	3.6	338	2.9	1.96	.004
Theater News	3.5	3.1	328	4.03	1.96	.0001

Table 6 mean scores indicate that interest in all areas of news went down during deployment, rejecting hypothesis eight. A correlated sample t-test was used to compare the mean scores of questions 4 and 6 to determine if the difference in the responses prior to deployment and while deployed were significant. The significance level was set at $\leq .05$.

In all news areas, the t-value exceeded the critical t-value indicating there is a statistically significant difference in news interest prior to deployment and while deployed. In this instance, news interest decreased significantly. The significance column shows all values less than the significance set at $\leq .05$. These results suggests that at least 98% of the time, the difference between news interest prior to deployment and while deployed is real, not due to random error.

Hypothesis six -- As a result of deployment to Operation Uphold Democracy, soldiers are more interested in news than before deployment.

Mean scores were used to compare soldiers interest in news before deployment to Operation Uphold Democracy and since returning from Haiti. Question 4 asked soldiers to respond to the question, "Prior to my deployment to Operation Uphold Democracy in Haiti, I was

interested in...." Using the verbal frequency scale (1=none, 2=infrequently, 3=some, 4=frequently, 5=always), soldiers responded in the areas of local news, national news, international news and sports news. Question 28 asked a similar question replacing "prior to deployment" with "since returning."

**Table 7 Comparison of News Interest Prior to Deployment
and Since Deployment**

	Mean Score		df	t-value	Critical t-value	Significance
	Prior	Since				
Local News	3.0	3.3	323	3.49	1.96	.001
Nat'l News	3.9	4.0	330	1.69	1.96	.092
Int'l News	3.8	3.8	335	.82	1.96	.413
Sports News	3.1	3.3	325	4.21	1.96	.0001

Table 7 mean scores indicate that interest in all areas of news, except international news, increased since returning from the deployment. A correlated sample t-test was used to compare the mean scores of questions 4 and 28 to determine if the difference in the responses prior to deployment and since returning were significant. The significance level was set at $\leq .05$.

The critical t-value for this test was 1.96. In order for the difference in the mean scores to be statistically significant, the t-value must meet or exceed 1.96. The t-test indicates that only the differences in the categories of local news ($t=3.49$) and sports news ($t=4.21$) were statistically significant. In the categories of national and international news, the differences in interest prior to deployment and since returning are due to random error and not real differences.

Therefore, hypothesis six, *As a result of deployment to Operation Uphold Democracy, soldiers are more interested in news than before deployment*, is partially supported.

Hypothesis seven -- *Combat support personnel had more exposure to news sources than combat arms personnel.*

Question 7 asked soldiers, "While deployed to Operation Uphold Democracy in Haiti, my available news sources were..." Using the verbal frequency scale (1=none, 2=infrequently, 3=some, 4=frequently, 5=always), soldiers responded in the areas of television, radio, newspapers, magazines, and letters from home.

An analysis of variance (ANOVA) was conducted to determine if there was any significant difference in the type of unit a soldier was assigned and the news sources available to him or her. Type of unit assigned was broken into four categories, combat arms, combat support arms, combat service support and special. Table 8 is a summary of the ANOVA comparison.

The critical F-value for this table was 2.60. Once again, the significance level was set at $\geq .05$. The only significant difference in news sources available compared by type of unit assigned was in radio. The radio F-value of 2.87 exceeded the F-critical value of 2.60, resulting in a significance level of .036. This significance value indicates that approximately 96% of the time, the difference in the mean scores of radio as a news source available compared by type of unit assigned is real, not due to random error. The difference in radio mean scores compared by unit is illustrated in Chart 4-11.

Table 8
ANOVA Test
News Sources Available Compared by Type of Unit Assigned

	Degrees of Freedom		F-value	Critical F-value	Significance
	Between	Within			
Television	3	330	.91	2.60	.437
Radio	3	327	2.87	2.60	.036
Magazines	3	327	1.9	2.60	.129
Letters	3	328	1.53	2.60	.207
Newspapers	3	329	1.47	2.60	.223

Radio Mean Score by Type of Unit Assigned

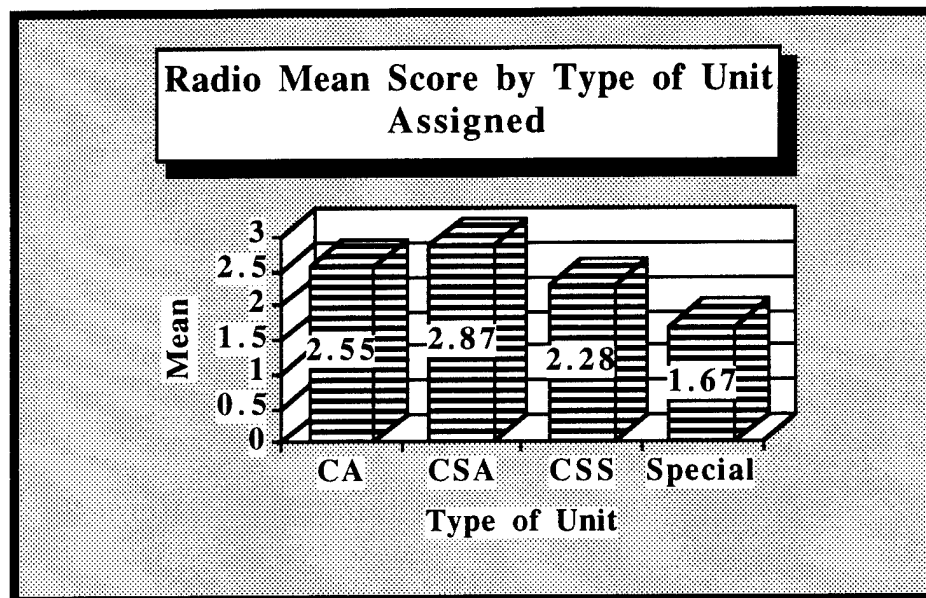


Chart 4-11

The radio mean scores all indicate that combat arms, combat support arms and combat service support units were exposed to radio Infrequently to Some of the time. Only the special type units, in this case medical units, reported radio was available Infrequently to None. If combat support arms, combat service support and special units are combined to create the larger category of combat support, the grand mean is 2.46.

With the exception of radio, news source availability was not affected by type of unit assigned. Additionally, when combat support arms, combat service support and special units are combined to create a combat support category, their grand mean of 2.46 draws closer to the combat arms mean of 2.55. Therefore, hypothesis seven, *Combat support personnel had more exposure to news sources than combat arms personnel*, is rejected.

Hypothesis eight -- *Command Information was perceived as adequate.*

The results of questions 24 and 25 were analyzed using frequency percentages and mean scores to determine soldiers' perceptions in two areas: 1) if they were adequately informed on several news areas and; 2) if they were adequately informed by their chain of command.

Question 24 asked soldiers to respond to how adequately they were informed about local news, national news, international news, sports news and Operation Uphold Democracy theater of operation news. This question was aimed at external news sources (newspapers, magazines, television and radio) and the effectiveness of internal distribution systems to get the information to the soldiers.

Question 25 asked soldiers to respond to how well they felt their chain of command kept them informed about news during the deployment. This question was aimed at internal news sources and the effectiveness of that distribution system.

In these two questions' analysis, the categories of Adequately and Very Adequately added together indicate a positive perception of being informed of command information; the categories of Inadequately and Very Inadequately indicate a negative perception; and the category of Neither is neutral.

Table 9

Question 24: *While deployed to Operation Uphold Democracy in Haiti,*

I was adequately informed about ...

	Local News	Nat'l News	Int'l News	Sports	Theater News
Nonrespondent	6.0	5.4	5.6	5.4	3.9
1. Very Inadequately	17.7	7.9	7.3	10.1	9.0
2. Inadequately	25.6	16.3	15.8	11.5	11.3
3. Neither	16.6	14.9	20.8	23.4	13.8
4. Adequately	28.7	44.5	39.2	38.6	40.3
5. Very Adequately	5.4	11.0	11.3	11.0	21.7
	100	100	100	100	100
Mean	2.8	3.4	3.3	3.3	3.6

The analysis of question 24 yields, by category, that 62% of the respondents had a positive perception of command information about the theater of operation in Haiti; 55.5% had a positive

perception of command information about national news; 50.5% had a positive perception of command information about international news; 49.6% had a positive perception of command information about sports news; but, only 34.1% had a positive perception of command information concerning local news (the Ft. Drum, New York, area). Conversely, 43.3% had a negative perception of command information regarding local news. Table 9 summarizes these results.

Percentage Table 10 summarizes the results of question 25 which indicate that 58.1% of the respondents had a positive perception that their chain of command was keeping them adequately informed about news.

The mean scores for the questions in Table 9 provide a closer look at the data. All mean scores, with the exception of local news (2.8) fall in the range of 3.3 to 3.6. This indicates that the average score was in the Neither category with a slight trend toward the positive end. The grand mean for all command information areas was 3.3. The average percentage for positive command information responses was 52%, indicating slightly over half of the respondents felt adequately informed. Therefore, hypothesis eight, *Command information was perceived as adequate* can be supported. However, in sensitive peacekeeping operations such as Haiti, with only slightly over half of the soldiers feeling adequately informed, the chain of command should review the information dissemination process.

- Table 10

Question 25: *While deployed to Operation Uphold Democracy in Haiti,
my command/unit kept me adequately about news.*

	Non- respondent	Very Inadequately	Inadequately	Neither	Adequately	Very Adequately
Chain of Command	1.3	7.3	14.1	19.2	42	16.1
Mean	3.5					

Hypothesis nine -- *While deployed, soldiers primarily used media resources as a diversion from their environment:*

ROBERTS 53

Questions 13, 17, 21, and 22 asked the soldiers to respond to why they used each medium while deployed. Using the Likert scale (1=strongly disagree, 2=disagree, 3=no opinion, 4=agree, 5=strongly agree), soldiers responded to statements in the areas of television, radio, newspapers, and magazines. These questions were a replication of questions used by Dr. Wayne Towers in his television uses and gratifications study cited in Chapter II.

The possible answers for these four questions were further broken down into the three broad conceptual areas for the study of uses and gratifications: surveillance of the surrounding environment for relevant information; diversion from the surrounding environment for escape and relaxation; and, interaction with the surrounding environment ranging from developing self-perceptions to interpersonal contact with others.

Surveillance Statements

- *Find issues affecting people like myself.*
- *Keep me informed about what is happening back in the United States.*
- *Improve the quality of my lifestyle.*

Diversion Statements

- *Be happy.*
- *Just pass the time.*
- *By being my friend when I am alone.*
- *Be entertained.*

Interaction Statements

- *Get information to pass along to other people.*
- *Find interesting or unusual stories that I can tell others.*
- *Get more information on things I've seen such as movies, sports events or accidents.*
- *Get exciting, dramatic and entertaining news.*
- *Understand what is going on.*
- *Get immediate knowledge on big news events.*

Percentage frequency tables were produced for each statement by medium. Those percentages were then averaged together by uses and gratification category (surveillance, diversion and interaction). Table 12 summarizes the responses to the uses and gratifications of television while deployed.

Table 12
Uses and Gratifications of Television

	Surveillance	Diversion	Interaction
Strongly Disagree	13.9	20	15.6
Disagree	11.5	16.2	14.7
No Opinion	25.3	27	25.4
Agree	33.5	22.6	30
Strongly Agree	14.1	14.2	14.8
	100	100	100

The Strongly Agree and Agree responses for each medium indicate a uses and gratifications, the No Opinion response is neutral and the Disagree and Strongly Disagree responses indicate no uses and gratification from the medium. Focusing on the use or gratifications served most by each medium involved adding the Agree and Strongly Agree lines together for each category.

Soldiers responding to why they used television, indicated that 47.6% used it for surveillance purposes, to gather relevant information about the environment. Surveillance was followed closely by interaction purposes with 44.8%. Diversion was the last use for television with 36.8% agreeing or strongly agreeing with diversion statements and 36.2% disagreeing or strongly disagreeing with those statements.

Radio use presented an entirely different picture. Table 13 summarizes the findings for the uses and gratifications associated with radio.

Soldiers agreed or strongly agreed with 40.1% of the diversion statements indicating that they use the radio to escape from their environment and relax. Diversion was followed by surveillance purposes with 39.8% and interaction purposes with 36.7%.

Table 13
Uses and Gratifications of Radio

	Surveillance	Diversion	Interaction
Strongly Disagree	17.6	17.5	20.7
Disagree	13.1	14.3	13.8
No Opinion	29.5	28.1	28.8
Agree	26.5	24.7	24.4
Strongly Agree	13.3	15.4	12.3
	100	100	100

Soldiers read newspapers for surveillance purposes, agreeing or strongly agreeing with those statements 46.1% of the time. Interaction was the second highest rated use for newspapers with 43.1% of the soldiers agreeing or strongly agreeing with the interaction statements. Diversion was the least popular use of the newspaper with 35.5% of the respondents agreeing or strongly agreeing with diversion statements. Table 14 summarizes these results.

Table 14
Uses and Gratifications of Newspapers

	Surveillance	Diversion	Interaction
Strongly Disagree	13.1	16.9	14.5
Disagree	11.9	16.5	13.5
No Opinion	28.9	31.2	29
Agree	32.2	25.6	30.1
Strongly Agree	13.9	9.9	13
	100	100	100

Surveillance was the primary use of magazines for soldiers while deployed. Respondents agreed or strongly agreed with 40.6% of the surveillance statements when indicating why they used magazines. Interaction purposes were second and diversion purposes were a close third with soldiers agreeing or strongly agreeing with 37.2% and 37.0% of the statements, respectively. Table 15 summarizes the uses and gratification responses for magazines.

Table 15
Uses and Gratifications of Magazines

	Surveillance	Diversion	Interaction
Strongly Disagree	14.9	16.1	16.4
Disagree	11.8	13.1	11.6
No Opinion	32.7	34.9	34.8
Agree	31	26.1	27.1
Strongly Agree	9.6	9.9	10.1
	100	100	100

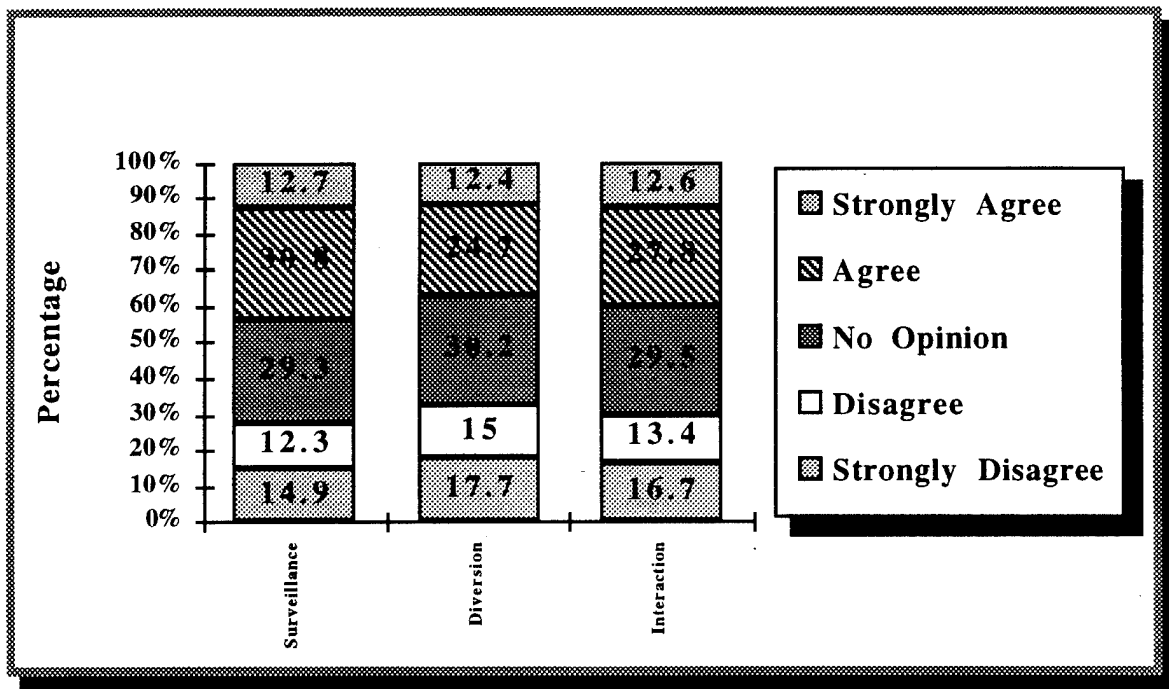
The overall results combined the surveillance, diversion, and interaction statements of each medium to determine what purpose was most served by using the mass media resources available in Haiti. Soldiers cited surveillance (43.5%), gaining relevant information about their environment, as the main purpose for using mass media resources. Soldiers agreed or strongly agreed with 40.4% of the interaction statements and 37.1% of the diversion statements. Table 16 summarizes the overall results for the uses and gratifications statements.

In view of the results of the uses and gratifications questions, hypothesis nine, *While deployed, soldiers primarily used media resources as a diversion from their environment*, is rejected.

Table 16
Overall Uses and Gratifications

	Surveillance	Diversion	Interaction
Strongly Agree	12.7	12.4	12.6
Agree	30.8	24.7	27.8
No Opinion	29.3	30.2	29.5
Disagree	12.3	15	13.4
Strongly Disagree	14.9	17.7	16.7
	100	100	100

Overall Results
Percentage of Respondents for Each Agreement Category



Overall Uses and Gratifications Chart 4-12

Soldiers primarily used media resources for surveillance of their environment. Chart 4-13 illustrates the reason mostly frequently given for using each medium. "Keep me informed about

what is happening back in the United States" is a surveillance statement. "To be entertained" is a diversion statement.

Reason Most Frequently Given for Using Each Medium

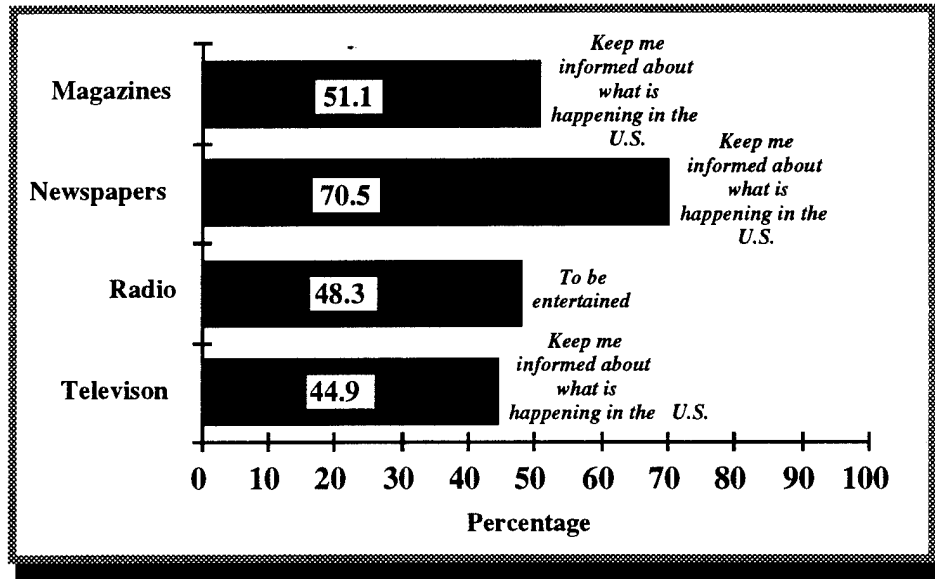


Chart 4-13

The answers to the uses and gratification questions were compared by officer and enlisted rank groups, and again by gender groups, to determine if there was a significant difference in the way these groups responded. Pearson's r was used to conduct the comparison. Pearson's r varies between -1.00 and +1.00. A correlation coefficient of +1.00 indicates a perfect positive correlation; -1.00 indicates a perfect negative correlation; and, 0.00 indicates no association between groups.

The gender comparison yielded only one significant result. Men indicated a significantly higher use of radio and magazines when responding to the statement that they used these media resources to *Get more information on things I've seen such as movies, sports events or accidents* (interaction statement). The correlation coefficient for radio was .1247 and for magazines was .1109. Both figures represent a very weak association.

The rank comparison yielded three significant findings. As rank increased, so did the use of television, radio and newspapers to *Get immediate knowledge on big news events* (interaction statement). Additionally, as rank decreased, the use of television, radio, newspapers and

statement). Additionally, as rank decreased, the use of television, radio, newspapers and magazines, for *Being my friend when I am alone* (diversion statement), increased. Finally, as rank decreased, the use of television, radio and newspapers to *Find interesting or unusual stories that I can tell others* (interaction statement), increased. Table 17 displays the rank comparison correlation coefficients for each statement and medium.

Table 17
Rank Comparison Correlation Coefficients

	Television	Radio	Newspapers	Magazines
<i>Get immediate knowledge on big news events</i>	.1577	.1360	.1148	
<i>Being my friend when I am alone</i>	-.1516	-.1406	-.1670	-.1706
<i>Find interesting or unusual stories that I can tell others</i>	-.2078	-.1210		

As with the gender comparison, all correlation coefficients represent a weak association, but findings were statistically significant at $\leq .05$.

Non-hypothesis Findings

Soldiers were asked to identify the Army source or media targeted specifically toward the Army, in which they received most of their news. Soldiers were asked to respond to the question in reference to prior to deployment and while deployed. Using the verbal frequency scale (1=none, 2=infrequently, 3=some, 4=frequently, 5=always), soldiers responded in the areas of post newspapers, the *Army Times*, *Soldier Magazine*, chain of command and AFRTS /Soldier's Radio and command access television. Table 18 on the following page indicates the mean score for each medium, prior to, and while deployed.

Post newspapers, the *Army Times* and *Soldier Magazine* were relied upon more as news sources prior to deployment than while deployed. The chain of command was relied upon equally prior to deployment as while deployed. The chain of command received the highest mean score indicating soldiers relied frequently on news information from the command. AFRTS showed the largest increase in reliability on news from army sources. Prior to deployment those sources were

Soldiers' Radio and command access television at Ft. Drum. While deployed, Armed Forces Radio and Television Service, provided news and information.

Table 18
Mean Scores for Reliability on News From Army Sources or Media aimed Specifically at Army Audiences

	Post Newspapers	<i>Army Times</i>	<i>Soldier</i> <i>Magazine</i>	Chain of Command	AFRTS
Prior to Deployment	2.3	2.4	2.0	3.7	1.43
While Deployed	1.9	1.9	1.6	3.7	2.5

An analysis of variance (ANOVA) was conducted to determine if there was any significant difference in the sources of news used and rank. Rank groups were divided into six categories, junior enlisted, junior noncommissioned officer, senior noncommissioned officer, warrant officer, company grade officer and field grade officer. Only two significant findings emerged when all news sources were tested. The mean scores of the *Army Times* use prior to deployment and AFRTS use during deployment were found to be statistically significant. Table 19 is a summary of those ANOVA comparisons.

Table 19
Army Specific News Sources Compared by Rank

	Degrees of Freedom		F-value	Critical F-value	Significance
	Between	Within			
<i>Army Times</i>	5	327	3.47	2.21	.005
AFRTS	5	332	2.45	2.21	.034

Mean Scores By Rank Group

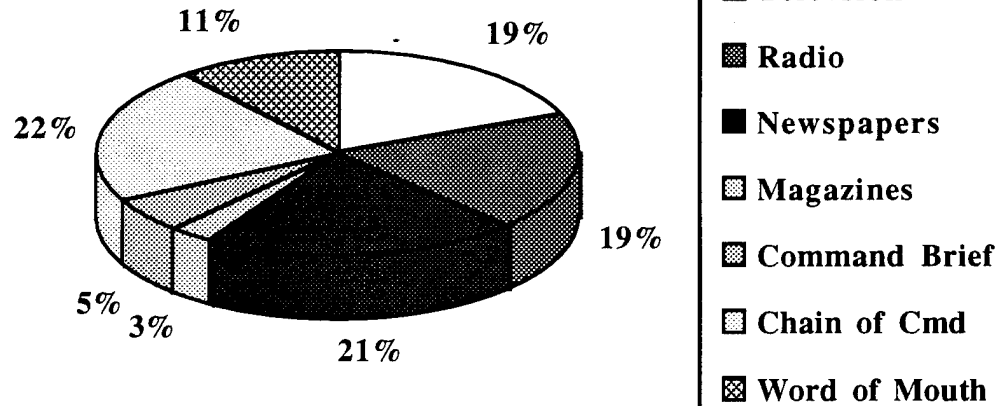
	Jr. En	Jr. NCO	Sr. NCO	WO	CO	FG
<i>Army Times</i>	2.1	2.4	2.7	2	2.8	3.5
AFRTS	2.4	2.6	2.3	3.6	2.6	5

The critical F-value for this table was 2.21. The significance level was set at $\geq .05$. The F-value for the *Army Times* of 3.47 exceeded the F-critical value of 2.21, resulting in a significance level of .005. The AFRTS F-value of 2.45 also exceeded the F-critical value, resulting in a significance level of .034. These significance values indicate that 99% of the time for the *Army Times*, and 97% of the time for AFRTS, the difference in the mean scores by rank is real, not due to random error. In comparing the mean scores from Table 19 for the *Army Times*, with the exception of warrant officers, reliance on the *Army Times* as a news source increases with rank. AFRTS mean scores indicate a fluctuation throughout the rank groups. However, combining enlisted ranks creates an average mean score of 2.4. Combining officer ranks creates an average mean score of 3.7. Even though the field grade mean score increases the average significantly, officers reliance on AFRTS as a news source while deployed, still exceeds that of the enlisted population.

Soldiers were asked, "While deployed, my most valued news source was..." and "If I had one choice for receiving news during future deployments, it would be..." The answer choices were television, radio, newspapers, magazines, command briefings, chain of command and word of mouth.

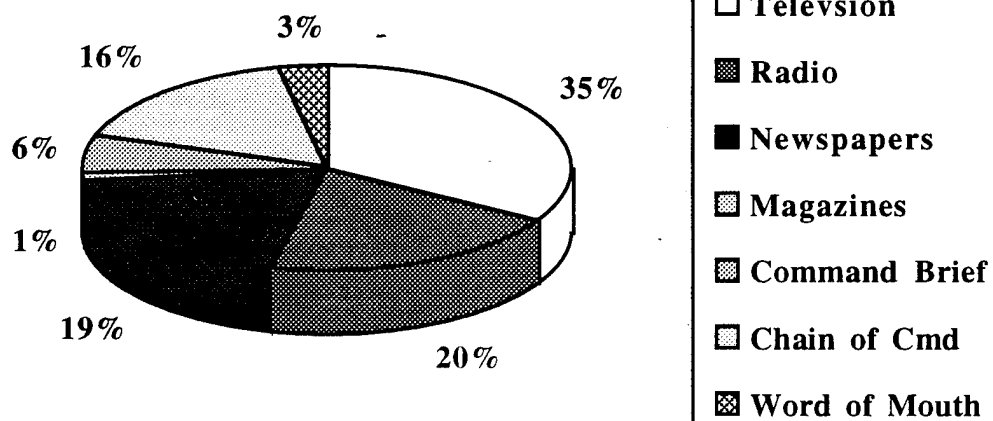
The most valued news source by soldiers while deployed to Haiti was the chain of command. Twenty-two percent of the respondents chose the chain of command above all other news sources available. The chain of command was followed closely by newspapers with 21% of the respondents choosing it as their most valued news source. Television and radio tied at third, each with 19% of the respondents choosing each medium as their most valued news source. Command briefings, word of mouth and magazines were the least valued news source while deployed. Chart 4-18 and 4-19 on the following page illustrate the percentage of respondents for each question by category.

While deployed, my most valued news source was...



Preferred News Sources While Deployed Chart 4-14

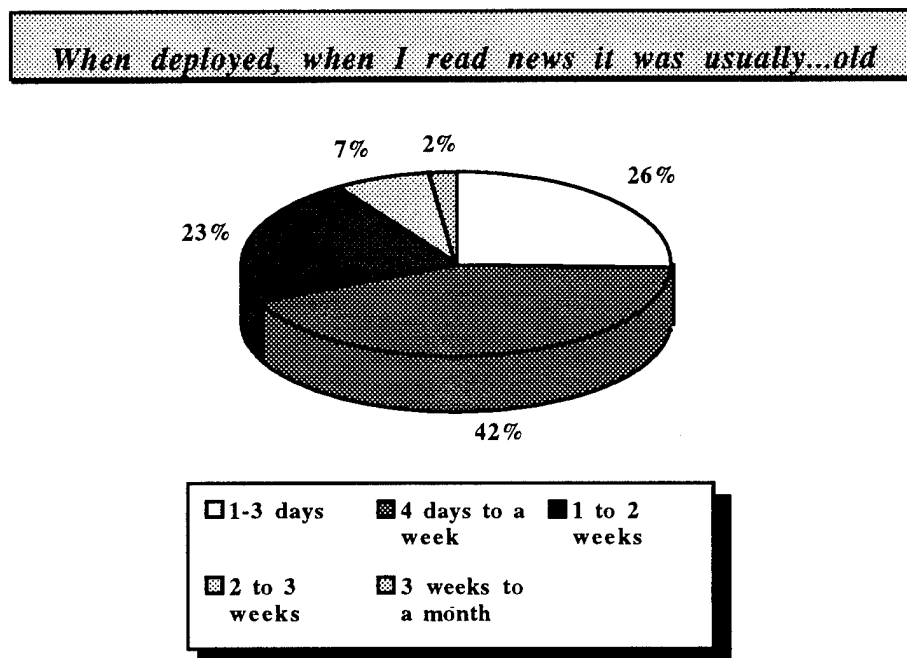
If I had only one choice for receiving news during future deployments, it would be...



Preferred News Sources for Future Deployments Chart 4-15

When responding to their preferred news source for future deployments, over one-third (35%) of the soldiers chose television. Radio and newspapers were the next most preferred media choices by soldiers with 20% and 19%, respectively. The chain of command was chosen by 16% of the respondents. Again, command briefings, word of mouth and magazines were the least preferred choices for future deployments.

Specifically addressing print news products, soldiers were asked to complete the statement, "When deployed, when I read news it was usually...". Using the scale (1=1-3 days old, 2=4 days-a week old, 3=1-2 weeks old, 4=2-3 weeks old, 5=over a month old), soldiers marked their responses. Chart 4-16 Illustrates the findings.



Average Age of Print News Chart 4-16

The purpose of this question was to get an indication of the timeliness of print news. Of the soldiers responding, 42% indicated the news they read was 4-7 days old. Adding that to the second highest response category, 1-3 days, 68% of the respondents indicated their print news was less than a week old.

CHAPTER V

Discussion and Recommendations

Discussion

Demographics

With the exception of field grade officers, the sample survey population for this research was consistent with the demographic population found in any light infantry division and the army at large. Field grade officers represent 5.3% of the army, but only 1% of the survey population.

Of the 357 respondents, 91% were male and 9% female. The heavy response from male soldiers can be attributed to two factors. First, due to the combat nature of the mission of a light infantry division, women are excluded from holding positions in most of the combat arms units. Second, the group of 9% female respondents is reflective of the female population in the army. Women make up 10% of the overall population of the Army. Therefore, the gender distribution for the survey was appropriate.

The rank, age, time in service and education level also appropriately reflect a military population. Junior enlisted soldiers were the largest group of respondents representing 46% of the sample population. Consistent with that demographic group is age, 57% of the respondents were under 26 years old; time in service, 58% had five years or less in the army; and, education level, 45% reported their highest level of education was a high school diploma or GED. This pattern is consistent with the other five rank categories; as expected, as age increased, so did rank, time in service and education level.

Branch and type of unit assigned also yielded expected results. A light infantry division has a combat mission; therefore, the majority of the specialties assigned to that division are combat arms. Combat arms branches represented 57% of the respondents, and 64% were assigned to combat arms units. Combat service support branches represented 21% of the respondents and 21% were assigned to a combat service support unit. Combat support branches represented 17% of the respondents, and 15% were assigned to combat support units. Special branches represented

5% of the respondents (all medical personnel), and they were assigned to units in the three other categories.

Two-thirds (66%) of the soldiers were deployed three to four months and performed a variety of functions while deployed. The positions held during deployment were consistent with the type of unit assigned and rank of the respondents.

Overall, the population surveyed was an excellent representation of the division and the Army. Lack of unusual demographic findings eliminated the need to weight any particular demographic variable more heavily than any other.

Open-ended Questions

Soldiers were asked to give their opinion to two open-ended questions, "What is your view of how timely news and command information was during Operation Uphold Democracy?" and "Were official Army views during Operation Uphold Democracy consistent or inconsistent with unofficial news sources such as news media, rumor and letters from home?" Forty percent of the soldiers took the time to write out answers to these questions. Some of the answers were quite lengthy indicating that, when asked, soldiers do not hesitate to give their opinion. Appendix A contains open-ended question responses.

With regard to both questions, soldiers' responses went from one extreme to the other. When responding to the timeliness question, one soldier said, "Overall, for the conditions we were under, I thought the news was quite informative. The chain of command conducted nightly briefings on the development and changing situations", while another said, "It was terrible, no one knew what was going on."

When responding to the consistency question, the same extremes were found. "I don't recall any major discrepancies between command information and the media," one soldier said, while another said, "The two shall never meet."

By judging the tone of each response, both questions' responses were split almost directly in half with 50% having a positive tone and 50% having a negative tone. Interestingly, but not surprisingly, officers' responses to both questions were considerably more positive than enlisted

personnel indicating that information and information accuracy were getting lost as it traveled down the chain of command.

Hypotheses

Hypothesis one, *Prior to deployment to Operation Uphold Democracy, all ranks of U.S. Army soldiers received their news from television* was supported. Soldiers' received 68.8% of their local news, 80.9% of their national news and 74.7% of their international news from television. The medium with the second highest usage was word of mouth for local news, 44.6%, and newspapers for national and international news with 38.8% and 34.5%, respectively.

The results of the first hypothesis were expected and were consistent with research prior to this study. According to Piek's study of Gulf War veterans, 82.5% of enlisted soldiers received their news from television before the Gulf War. In addition, this finding is consistent with mainstream America as reflected by the Roper survey which reports since 1972, the American audience has preferred television as its primary news source. The Roper data showed that television was followed by newspapers and then, radio.

The soldiers remained consistent with the national trend after returning from Operation Uphold Democracy. Hypothesis four, *After deployment, all personnel will receive their news primarily from television*, was supported. Since returning from Haiti, 84.3% of the respondents reported that they Frequently or Always get their news from television. The second most frequently used medium for news was newspapers at 52.2%, followed closely by radio at 50.8%.

As stated earlier, the majority (57%) of the respondents were between the ages of 18 and 26 years old. They were born sometime between 1969 and 1977. These soldiers are products of the television age; thus, they rely heavily on that medium for news and information.

Hypothesis three, *While deployed to Operation Uphold Democracy, U.S. Army enlisted soldiers received their news primarily from radio*, was rejected.

This hypothesis was developed from the results of a study conducted with enlisted Gulf War veterans. The results of that study indicated that radio was the primary news source used by enlisted soldiers when they deployed to the Persian Gulf. However, in this research, 69.9% of the

enlisted soldiers responded that they read newspapers, compared to 27% that did not. Responses about viewing televised news divided the survey population nearly in half with 49.3% indicating they did watch televised news and 49.7% indicating they did not. Responses to listening to radio news also revealed a fairly even split with 49% of the soldiers indicating they did listen to radio news and 46.3% indicating they did not.

Hypothesis three. *While deployed to Operation Uphold Democracy, U.S. Army officers received their news primarily from newspapers*, was supported. Officer respondents indicated that 87.9% read their news, compared to 12.1% that did not. Officers indicated that 70.7% of them watched televised news compared to 29.3% that did not. Finally, 65.5% listened to radio news versus 31% that did not.

The decline in radio use and the emphasis on newspapers in Haiti can be explained by a number of factors. First, these results indicate a difference between the war environment (Persian Gulf) and the operations other than war (OOTW) environment (Haiti). The heavy reliance on the radio during the Gulf War supports Tower's research, which states that the primary use and gratification of radio is diversion from the surrounding environment. During the Persian Gulf deployment, the Army took an offensive posture. As units maneuvered through the desert, the threat of a SCUD missile or chemical attack, ambushes or friendly fire incidences, were present. Due to the threatening environment, anxiety was high; thus, soldiers relied on their radio for escape. In addition, because units were on the move, as Carroll emphasized in his research, portability of the radio made it very valuable.

The deployment to Haiti presented a different set of circumstances. Prior to the arrival of the 10th Mountain Division (Light), the mission had changed from an invasion to peacekeeping. Soldiers found themselves more stationary, so print products such as newspapers had an opportunity to catch up to the units. Also, soldiers had more time to read them. While the threat of the OOTW environment should not be downplayed, it was not a combat situation. Soldiers responding to the survey often reported boredom, which indicates their anxiety level was not as high, and they had less need to escape from their environment through use of the radio.

Therefore, hypothesis nine, *While deployed, soldiers primarily used media resources as a diversion from their environment*, is rejected. Newspapers were soldiers' primary news source. Soldiers read newspapers, magazines and watched television for surveillance purposes, to find out relevant information. The most frequently given reason for using each medium was to find out what was happening back in the U.S.

When comparing uses and gratifications of media by gender, results indicated that male soldiers used radio and magazines to a slightly greater extent than female soldiers to *Get more information on things I've seen such as movies, sports events or accidents*. This can be explained by the inclusion of *sports events* in that statement. It can be presumed that, in general, male soldiers have a greater interest in sports and consequently, marked that statement higher.

During a comparison by rank, three significant findings emerged. As rank increased, the use of television, radio and newspapers to *Get immediate knowledge on big news events* increased. Conversely, as rank decreased, the use of television, radio newspapers and magazines, for *Being my friend when I am alone* and to *Find interesting or unusual stories that I can tell others*, increased. These differences can be explained by age, education level, time in service and maturation in general. The lower ranking soldiers were younger, their education level was lower and their time in service was less. This was probably the first deployment for many of them. The need to bond and interact with someone or something was stronger than for many of the older soldiers. On the other hand, the higher ranking soldiers used media resources to stay informed about big news events. This reflects a more mature soldier with a higher education level and the need to understand the "bigger" picture.

Hypothesis five, *U. S. Army soldiers were more interested in news during their deployment to Operation Uphold Democracy than they were before deployment*, was rejected. Mean scores indicated that interest in all areas of news went down during deployment. While this result was unexpected, it can be explained by a number of factors. As mentioned earlier, the difference in the environment during combat operations and OOTW could be the main factor.

Soldiers reported often being bored in Haiti. This boredom could have manifested itself in a general lack of interest in news.

Another factor could be that availability of media resources in Haiti were not as big an issue as they were in the Persian Gulf. The scarcity of news products during Operation Desert Storm made them very valuable. That increased value may explain the increased news interest during deployment. In Haiti, that degree of scarcity was not present, resulting in less perceived value and interest.

The smaller geographical location, being stationary instead of mobile and the shorter deployment time are all factors that could have contributed to the lack of increased news interest while deployed.

Finally, an increased reliance on the chain of command may explain the lack of increased news interest while deployed. The results of testing hypothesis eight illustrate this point.

Hypothesis eight, *Command Information was perceived as adequate*, is supported. By category, 62% of the respondents had a positive perception of command information about the theater of operation in Haiti; 55.5% had a positive perception of command information about national news; 50.5% had a positive perception of command information about international news; 49.6% had a positive perception of command information about sports news; but, only 34.1% had a positive perception of command information concerning local news (the Ft. Drum, New York, area). Conversely, 43.3% had a negative perception of command information regarding local news.

When asked if they were adequately informed by their chain of command, 58.1% of the respondents had a positive perception that their chain of command was keeping them adequately informed about news. Comments like, "Command information was timely and useful...all other information was 1-3 weeks old" and "News from the chain of command was great, but news from other sources was either late or inconsistent," indicate a heavy reliance on the chain of command and possibly a decreased reliance on other news sources. This decreased reliance could help explain the decrease in news interest while deployed.

Hypothesis six, *As a result of deployment to Operation Uphold Democracy, soldiers are more interested in news now than prior to deployment*, is partially supported. Mean scores indicated that interest in all areas of news increased after returning from the deployment. The t-test indicated that only the differences in the categories of local news and sports news were statistically significant. In the categories of national and international news, the difference in interest prior to deployment and after returning are due to random error and not significant.

It can be surmised that the increased interest in local news and sports news after returning from deployment reflects a "catching up" period. Hypothesis eight results showed that soldiers felt inadequately informed about sports and local news while deployed. Conversely, they felt adequately informed about national and international news while deployed. After returning from Haiti, soldiers may have turned their news interest to the areas that had been deficient during deployment.

Hypothesis seven, *Combat support personnel had more exposure to news sources than combat arms personnel*, is rejected. This hypothesis presumed that combat support personnel would be geographically located closer to news sources than combat arms personnel and, thus, have more exposure to them.

With the exception of radio, news source availability was not significantly affected by type of unit assigned. The significance in radio was due to special type units, in this case medical units, reporting radio was available Infrequently to None. When combat support arms, combat service support and special units were combined to create a combat support category, there was very little difference in combat arms and combat support units exposure to news sources. These results indicate that in Haiti, news sources were evenly distributed throughout the theater.

Non-hypothesis

Soldiers were asked to identify the Army source or media targeted specifically toward the Army, from which they received most of their news prior to deployment and while deployed. Soldiers responded in the areas of post newspapers, the *Army Times*, *Soldier Magazine*, chain of command and AFRTS /soldiers' radio and command access television.

Post newspapers, the *Army Times* and *Soldier Magazine* were relied upon more as news sources prior to deployment than while deployed. The chain of command was relied upon equally prior to deployment and while deployed. The chain of command received the highest mean score indicating soldiers relied frequently on news information from the command. AFRTS showed the largest increase in reliability on news from army sources. Prior to deployment those sources were soldiers' radio and command access television at Ft. Drum. While deployed, Armed Forces Radio and Television Service provided news and information.

These findings are indicative of access to these news sources. Prior to deployment, soldiers had better access to the post newspaper, the *Army Times* and *Soldier Magazine*. With the exception of the post newspaper, survey results indicate that the *Army Times* and *Soldier Magazine* were not sent to the theater for distribution. Additionally, while deployed, AFRTS became the primary source of broadcast news. Prior to deployment, soldiers had access to network and cable television and any number of radio stations.

An analysis of variance (ANOVA) was conducted to determine if there was any significant difference in the sources of news used and rank. Rank groups were divided into six categories: junior enlisted, junior noncommissioned officer, senior noncommissioned officer, warrant officer, company grade officer and field grade officer. Only two significant findings emerged when all news sources were tested. The mean scores of the *Army Times* use prior to deployment and AFRTS use during deployment were found to be statistically significant. Officers relied more heavily on the *Army Times* prior to deployment and AFRTS while deployed, than enlisted personnel. These findings are consistent with those of the semi-annual Sample Survey of Military Personnel, conducted by the Army Personnel Survey Office, U.S. Army Research Institute for Behavioral and Social Sciences.

Soldiers were asked, "While deployed, my most valued news source was..." and "If I had one choice for receiving news during future deployments, it would be..." The answer choices were television, radio, newspapers, magazines, command briefings, chain of command and word of mouth.

To the credit of the chain of command of the 10th Mountain Division, soldiers' most valued news source while deployed was their chain of command, followed closely by newspapers. This indicates a good command environment in which soldiers relied and trusted the leadership. As previously mentioned, this reliance on and trust in the chain of command may have contributed to the lack of reliance on external news sources while deployed.

Holding true to form, when given an option of news sources for future deployments, the television generation abandoned print and the chain of command, with over one-third of the soldiers choosing television. Television was followed by radio and newspapers. Realizing television may not always be practical in a deployment situation, increased emphasis should be placed on radio and newspapers.

Specifically addressing print news products, soldiers were asked to complete the statement, "When deployed, when I read news it was usually...". The purpose of this question was to get an indication of the timeliness of print news. Of the soldiers responding, 42% indicated the news they read was 1-3 days old. Adding that to the second highest response category, 68% of the respondents indicated their print news was less than a week old. Comments such as, "Print media was behind," and "Too slow and not enough copies of newspapers" indicate that timeliness of print products was perceived as a problem by the soldiers.

Recommendations

The results of this survey coupled with results of previous research indicate the Army is getting better at providing news and information to soldiers, but there is still much room for improvement in timeliness and efficiency.

Certainly things have improved since the veteran of the Philippine Insurrection said, "It took three months to get any mail from home, I didn't see any newspapers, there were none." Comments such as, "Better than Somalia, but could be better," and "Excellent compared to my deployment to SWA for Operation Desert Storm," reflect recent improvements. However, with

only 52% of the soldiers responding that they felt adequately informed, there is room for improvement.

Public affairs offices should review their distribution plan regularly. Can the distribution plan be modified to be more effective in contingency operations? As Suttle stated in his study of maneuver battalion commanders in Desert Storm, "With today's technology, the distribution of publications should not fall victim to a logistics system that places priority on ammunition, food, spare parts and medical supplies. Because they can be distributed electronically, timeliness of content is enhanced" (Suttle, 75).

The survey results indicated that once AFRTS was operational, it was a great asset to the soldiers in Haiti. However, comments such as, "...for the first month or so, we were totally in the dark about news until AFRTS finally was set up," "AFRTS support away from Port Au Prince was a disservice to the ground soldier. Their service was inadequate, late in coming and an embarrassment watching them trying to get 'on-line'. In the future, AFRTS should be on the ground and broadcasting within 30 days of operation..." and "We did not receive AFRTS at Bowen Airfield, on a whole, I don't believe a very big effort was made to keep us informed," show that the lag in service or lack of service affected the soldiers' morale.

During the preliminary research for this study, AFRTS was contacted. The organization was working on an updated mobilization plan. Understanding that their mission requirements were changing as the Army loses its forward presence and becomes a power projection Army, AFRTS was working to be more deployable to provide more timely service. When this plan is finalized and effectively executed, news availability to soldiers will be greatly enhanced.

Possibly the most important recommendation resulting from this research is that commanders and public affairs officers understand the importance of keeping soldiers informed. As an organization, the Army must emphasize keeping soldiers informed as much as it emphasizes informing the leadership, the media, and the public. The idea must be disseminated through the ranks to the lowest level supervisor that keeping soldiers "in the dark" is detrimental. Today's soldier is a product of the information age and is accustomed to cable television with remote

control, music on compact disk and the information super highway. Information is rapid and continuous. To deprive soldiers of information during deployment is to require them to suffer a withdrawal that is not only unnecessary, but, ultimately detrimental to the military mission.

Finally, studies such as this one must continue to ensure improvements are made in news availability for future deployment.

EXECUTIVE SUMMARY

Purpose

The purpose of this research was to survey the soldiers of the 10th Mountain Division (Light) who deployed to Operation Uphold Democracy to determine the value of news to them and how much, how often, what kind, for what purpose and by what avenue they received news.

Research Questions

The three research questions were:

- 1) Was news and its availability important to deployed soldiers in Operation Uphold Democracy?
- 2) What was the primary source of news when deployed to Operation Uphold Democracy?
- 3) When deployed, what were the reasons soldiers used mass media resources?

Demographics

The overall response rate for the survey was 71% (357/500).

Gender. Of those respondents, 91% were male and 9% female.

Age. The age range was from 18 to 46 years old: 18-21 (21%); 22-26 (36%); 27-31 (23%); 32-36 (11%); 37-41 (8%); 42-46 (1%).

Rank. The respondent population was 46% junior enlisted; 29% junior noncommissioned officer; 8% senior noncommissioned officer; 2% warrant officer; 14% company grade officer; and 1% field grade officer.

Time In Service. Time in service ranged from six months to 27 years: 0-5 years (58%); 6-10 years (20%); 11-15 years (13%); 16-20 years (8%); and over 20 years (1%).

Education Level. Forty-five percent had a high school diploma or GED; 28% had one to two years of college; 3% had three to four years of college; 6% had an Associate degree; 16% had a Bachelor's degree; 1% had some post-graduate work; and 1% had a Master's degree.

Basic Branch. Combat arms represented 57% of the respondents, 17% were combat support, 21% were combat service support and 5% were special branches.

Type of Unit Assigned. During the deployment to Haiti, 64% of the respondents were assigned to combat arms units, 15% to combat support and 21% to combat service support.

Length of Deployment. Twenty-two percent of the respondents were deployed to Haiti two months or less, 66% were deployed three to four months and 12% were deployed five to six months.

EXECUTIVE SUMMARY

Findings

- Prior to deployment and after deployment, soldiers primarily received their news from television.
- While deployed, officer and enlisted personnel primarily received their news from newspapers.
- Soldiers were less interested in news while deployed than prior to deployment. This can be attributed to an increased reliance on the chain of command for information and feelings of boredom in a noncombatant environment resulting in a lack of interest in news.
- As a result of deployment, soldiers were more interested in local and sports news after returning than prior to deployment. This increased interest can be attributed to "catching up." Soldiers indicated that they received an inadequate amount of local and sports news while deployed.
- Combat arms, combat support and combat service support personnel were equally exposed to mass media resources.
- Command information from internal and external sources was rated adequate by the respondent population.
- While deployed, soldiers primarily used media resources for surveillance of the environment, primarily to find out what was happening back in the U.S.
- The *Army Times*, *Soldier Magazine* and post newspapers were the primary sources of Army news prior to deployment. AFRTS was the primary source for Army news while deployed. The change was due to access of the medium. (set-up time issue?)
- The most valued news source during deployment to Haiti was the soldiers' chain of command, followed by newspapers.
- The preferred news source for future deployments was television.
- During soldiers' deployment, print news was usually less than a week old.

Recommendation

Emphasis must continue to be placed on informing the soldier. Commander and public affairs officers must have procedures in place to ensure timely and efficient distribution of news resources to soldiers when deployed.

AFRTS must finalize its mobilization plan to ensure timely efficient service to continental U.S. based soldiers deployed on contingency missions.

Combat vs. OOTW media studies of this type must continue to ensure improvements are made in the area of news availability for future deployments.

APPENDIX A

Soldiers' Comments

At the end of each survey, soldiers were given an opportunity to respond to two open-ended questions. The following comments are their responses to each of these two questions.

Question 1: *What is your view of how timely news and command information was during Operation Uphold Democracy?*

Survey 1: "The timeliness of the news related to the operation was adequate."

Survey 3: "As long as soldiers had access to televisions in dayrooms/living area, the information flow was always fast timely and informative -- reduces rumors."

Survey 4: "American Airlines flights, once started, were our #1 source for news. The crews provided us with New York Times newspapers on the day of printing! Once AFRTS established itself, we had CNN on TV and news from radio. At no time did I witness the chain of command passing media information to soldiers."

Survey 5: "Better than Somalia, but could be better."

Survey 7: "Good, after the first six weeks."

Survey 8: "Very good on aircraft carrier (CNN), very poor the first three weeks - better as we got more newspapers."

Survey 9: "Excellent."

Survey 10: "Command information seemed whitewashed, i.e. they made the situation sound rosier than it really was."

Survey 11: "Excellent when compared to my deployment to SWA for Operation Desert Storm"

Survey 12: "Not bad, but inconsistent."

Survey 13: "Pretty good."

Survey 14: "Very timely."

Survey 15: "Very good."

Survey 16: "Papers were a few days old, but news about back home was adequate. News in the theater was inadequate. Which units redeployed and what other missions were going on in country were never widely known among the ranks which led to too many rumors."

Survey 18: "News was not very timely or complete."

*What is your view of how timely news and command information was during
Operation Uphold Democracy? (continued)*

Survey 20: "Command information was timely and useful...all other information was 1-3 weeks old."

Survey 22: "News was 1-2 days behind schedule."

Survey 23: "At first, newspapers were rare and weeks behind. During the last couple of months however, the news was fairly up to date."

Survey 27: "Very current, not detailed about theater operations."

Survey 28: "News and command information was almost always timely and adequate."

Survey 32: "Most news from CNN was timely, most command information was old."

Survey 33: "Decent. AFRTS support away from Port Au Prince was a disservice to the ground soldier. Their service was inadequate, late in coming and an embarrassment watching them trying to get 'on-line'. In the future AFRTS should be on the ground and broadcasting within 30 days of operations. They should be a deployable unit ready to move like a regular unit."

Survey 34: "News was sporadic unless you actual sought out information from various sources."

Survey 37: "Mostly good for the situation, but was uninformed about the tropical storm that hit the island prior to our arrival."

Survey 38: "Slow at first, but after the first month and a half, it was much better."

Survey 39: "Initially slow -- after radio/TV arrived it was great - 'Real Time' CNN."

Survey 40: "Needs additional support for better timeliness."

Survey 42: "AFRTS was good...command information was pathetic."

Survey 46: "Informative, but slow getting to my level."

Survey 49: "It was good for theater and national news."

Survey 50: "Not very timely at the lower levels."

Survey 52: "Once U.S. forces got established on the ground (about a week or so), the flow of news was pretty reliable."

Survey 53: "Newspapers were late. Ft. Drum hometown newspaper came more than USA TODAY or Miami Herald, however, Ft. Drum is not my hometown...I prefer the USA TODAY."

What is your view of how timely news and command information was during Operation Uphold Democracy? (continued)

Survey 57: "It was very slow arriving at my level."

Survey 60: "Most of the time, the chain of command was unsure of what Joint Task Force wanted."

Survey 62: "Very poor. The focus was hardly on keeping us informed."

Survey 70: "Command information was always timely."

Survey 73: "Not bad--better than other deployments."

Survey 74: "Newspapers were three to seven days old. We did not receive AFRTS at Bowen Airfield, on a whole, I don't believe a very big effort was made to keep us informed."

Survey 76: "Newspapers were good, but initially, they were sometimes over a week old. This improved after we were there for awhile."

Survey 78: "For myself, the information was great. The flow of news was non-stop in the Joint Operations Center 'JOC'."

Survey 80: "Soldiers were kept well-informed on matters concerning families stateside, as well as, matters in the theater."

Survey 82: "Overall, for the conditions that we were under, I thought the news was quite informative. The chain of command conducted nightly briefings on development and changing situations."

Survey 83: "Print media was behind."

Survey 85: "Late, biased and not adequate."

Survey 87: "Newspapers came 3-5 days late. I was fortunate enough to get same day newspapers from the American Airlines personnel once in a while."

Survey 88: "Command information was disseminated very slowly. Most information was received after CNN or AFRTS had broadcast it."

Survey 96: "News from the chain of command was great, but news from the other sources was either late or inconsistent."

Survey 97: "Not very timely and quite selective."

Survey 98: "In Cape Haitian, we always got a paper late, Port Au Prince always had stuff within a couple of days."

What is your view of how timely news and command information was during Operation Uphold Democracy? (continued)

Survey 107: "We had no television. My only source of news was newspapers and magazines which were one to two weeks old."

Survey 109: "It sucked!"

Survey 112: "Too slow, and not enough copies of newspapers."

Survey 116: "Information was always late...CNN was more informed than the chain of command."

Survey 121: "The rate that we got our news without television was extremely slow."

Survey 126: "CNN was faster at putting out information than any other source."

Survey 127: "Slow and insufficient."

Survey 131: "Chain of command gave out a lot of information, but I wished we had mail and newspapers faster and not so old."

Survey 132: "Radio, magazines and newspapers were a valuable tool for troop morale."

Survey 136: "AFRTS made news available, but, magazines would be great if offered in larger quantities."

Survey 137: "The chain of command attempted to keep us informed, but it was obvious some news had to be screened before it was put out."

Survey 140: "Not very timely."

Survey 141: "Wasn't timely at all."

Survey 145: "Very poor service from AFRTS...very poor flow from the chain of command."

Survey 146: "Shaky at times, but overall everyone seemed to have a general idea of what was going on."

Survey 147: "It was slow at first...after a month, it started to get better. By the time I left, it was adequate."

Survey 150: "It was slow through papers, but quick through the chain of command."

Survey 158: "Being in a military intelligence unit enhanced my timely up-to-date news."

Survey 159: "CNN had the scope before most commands did."

Survey 161: "Best it could have been under the situation."

Survey 164: "It was slow and incomplete. Rumors were widespread due to the lack of adequate news from the chain of command."

What is your view of how timely news and command information was during Operation Uphold Democracy? (continued)

Survey 168: "We received news and command information slowly, but we always got it if it was important."

Survey 181: "Slow...and I don't feel that they tell you the whole truth. I think they withhold a lot of information because it might upset people. I feel they just tell you what they want you to know."

Survey 185: "Timely daily news is impossible to get unless you use classified channels. Weekly news was usually 1-3 weeks late due to the nature of logistics."

Survey 188: "All pertinent information was distributed in a timely manner."

Survey 190: "At first, it was slow, but as the theater progressed, news became more frequent. The chain of command was the news foundation. No matter how far stretched the truth, the chain of command straightened it out."

Survey 196: "We could have gotten more information faster, a lot of information was withheld and didn't get to us."

Survey 203: "Highly delayed and inaccurate compared to the news media."

Survey 215: "From the embassy it was great, but from my unit, it sucked."

Survey 220: "Very untimely, often the local population was better informed on events than myself or the chain of command."

Survey 225: "Terrible, no one knew what was going on."

Survey 241: "Television was up to date, also radio. Magazines and newspapers were one or more weeks old.

Command information wasn't that good...a lot of the leaders were without answers.

Survey 249: "We received command briefings daily and were able to view CNN daily."

Survey 225: "News and command information was passed in a timely manner about 50% of the time."

Survey 258: "It took a long time for news to trickle down to my level."

Survey 267: "News only became timely when we were able to watch television."

Survey 283: "It was precise and to the point ...we always knew what was going on."

Survey 284: "It was quicker than Somalia."

Survey 285: "The command never informed us of anything. We usually heard things by word of mouth. For the first month or so, we were totally in the dark about news until AFRTS finally was set up."

Survey 294: "I felt that I got more news from radio than I did from my chain of command."

What is your view of how timely news and command information was during Operation Uphold Democracy? (continued)

Survey 298: "News and command information were both insufficient and inaccurate."

Survey 318: "It would have been nice to have been informed more on the situation in Haiti. Sometimes I felt the citizens back home watching CNN knew more than we did. More frequent newspapers and satellite broadcasts from CNN should be provided."

Survey 329: "Poor, the people back in the U.S. knew what was going on more than we did."

Survey 345: "Until AFN radio was up and running, it was not good."

Question 2: Were official Army views during Operation Uphold Democracy being consistent or inconsistent with unofficial news sources such as news media, rumors and letters from home?

Survey 1: "Usually very consistent."

Survey 3: "Very consistent."

Survey 4: "Generally consistent, however, certain items had the appearance of the right way, the wrong way and the army way."

Survey 8: "No."

Survey 9: "Consistent."

Survey 14: "Consistent. Haiti operation was a deployment that made 'good press' at home (no bloodshed, lots of good being done). Therefore, the media portrayed the operation in a positive light. The relationship with the media not as adversarial as in Somalia."

Survey 16: "Too little official news to compare."

Survey 24: "During the operation, I believe the two were very closely tied together."

Survey 33: "No, official army news was more realistic of the situation on the ground. The papers seemed to sugar coat the success we were having."

Survey 34: "Fairly consistent...I really didn't care if it didn't jive. I just assumed it was an over-zealous, sensationalistic journalist, distorting the truth to sell a product."

Were official Army views during Operation Uphold Democracy being consistent or inconsistent with unofficial news sources such as news media, rumors and letters from home? (continued)

Survey 37: "Pretty consistent after the operation was several weeks old. In the first weeks, inconsistencies arose due to the uncertainty of what our mission was really going to be."

Survey 39: "Yes--very consistent."

Survey 52: "I don't recall any major discrepancies between command information and the media."

Survey 56: "The two shall never meet."

Survey 73: "News media are never 100%. Army views were much more realistic and accurate on the current situation. Rumors and letters from home mostly involved redeployment."

Survey 74: "Not always consistent, but it was sometimes the only source of any news."

Survey 76: "Consistent, word of mouth information turned out to be pretty close to what actually would happen."

Survey 87: "Troop support was broadcast as being outstanding...it was not and lacking in many ways, but such is life."

Survey 88: "News media tended to sensationalize events and show what was the most controversial aspects of an event as opposed to the truth."

Survey 97: "News sources told all sides of the story...the army covered up a lot of things."

Survey 101: "I thought AFRTS did a great job for the soldiers."

Survey 104: "Rumors were more accurate than the Army's official view of the situation."

Survey 106: "News from rumors were more accurate than the chain of command."

Survey 107: "In the first stages, I received more information on what was happening in Port Au Prince by watching CNN Headline News."

Survey 112: "Mostly! I don't recall any discrepancies."

Survey 137: "The two are never the same."

Survey 146: "Consistent, although there were unavoidable changes. It seemed the media personnel had the right idea of what was going on."

Were official Army views during Operation Uphold Democracy being consistent or inconsistent with unofficial news sources such as news media, rumors and letters from home? (continued)

Survey 151: "The Army, in my opinion, at the highest command levels, was telling the politicians and the public what they wanted to hear. It was quite evident that senior commanders were only concerned with their image and not their soldiers. It made battalion commanders on down, look as though they had not the slightest clue to what was going on. Hence, they lost credibility with soldiers."

Survey 153: "All of the command news was very inconsistent. After the news was interpreted by everyone in the chain of command, the information was somewhat distorted."

Survey 158: "Inconsistent. With any big news story, propaganda takes root and runs rampant."

Survey 159: "The news media always had the news before the command. All the command did was confirm the news."

Survey 161: "Consistent, once we received it."

Survey 164: "Inconsistent. It seemed to me that the command perception of events was distorted. I think that the command was also not properly informed by their own superiors."

Survey 179: "No. How did I find out when I was coming home? I called my wife, she knew. If I wanted to find out anything about Haiti or about us, I'd call my wife. She had the answers when my chain of command did not."

Survey 196: "Army news was somewhat consistent, but it turned into a dog and pony show. People at home and the news media had no idea what we were going through. Their news portrayed that everyone was doing great, living it up, with morale high, and everyone who was there knew it was bull."

Survey 221: "CNN had too much coverage everywhere. They, at times, put many soldiers in danger. Rumors were everywhere. The chain of command did nothing to curb them. Letters from home was the best thing in Haiti."

Survey 254: "Inconsistent, but you will find that anytime. The Army has a standard to uphold...they see things differently than most others. The media caters to its audience, the Army to its soldiers."

Survey 258: "Inconsistent, the only information I really acquired was from home or newspapers. Official Army views through appropriate channels were not presented to me."

Survey 265: "Consistent, we heard news from our chain of command exactly how it was in the papers."

APPENDIX B

Survey Cover Letter

Marshall University

W. Page Pitt School of Journalism and Mass Communications
320 Smith Hall Huntington, West Virginia 25755

April 26, 1995

Commander, 10th Mountain Division (Light)
ATTN: AFZS-PAO
Fort Drum, New York 13602-5028

SUBJECT: Survey of the Soldiers who Deployed to Haiti in Support of
Operation Uphold Democracy.

This survey is being conducted in support of a thesis being written on the importance and availability of news to soldiers deployed to Haiti in support of Operation Uphold Democracy.

These survey results, coupled with the results of a similar study of Gulf War veterans, will be used to draw some conclusions on how to better serve soldiers and commanders in the area of news availability in future deployments.

This study is being conducted with the knowledge and support of the Office of the Secretary of the Army, Chief Public Affairs (OCA), Pentagon, and Armed Forces Radio and Television Service (AFRTS), Alexandria, Virginia. Many of the questions on the survey are a result of information requested by these two offices.

The results of the survey will be given to the 10th Mountain Division (Light) Public Affairs Office, OCA, and AFRTS for planning considerations in future deployments.

It is important that the soldiers selected from each unit to complete the survey closely correspond to the actual make-up of the unit when it deployed (i.e. gender, rank, etc.) This is especially true in the area of officers since they will be a considerably smaller percentage of respondents.

Ensure that each item on the survey is marked completely. This will enable accuracy when tabulating the results.

I realize that the pace of the 10th Mountain Division (Light) is one of the fastest in the Army. Your time and cooperation in completing this survey is appreciated and will help in planning mass communication resources in future deployments.

JENELLE B. ROBERTS
CPT, AG
Project Officer

APPENDIX C

Survey Instrument

DO NOT put your name on this survey.

This survey is part of a study to determine the importance and availability of news to U.S. Army personnel who were deployed to OPERATION UPHOLD DEMOCRACY in Haiti. The survey is to be completed by soldiers who were deployed to OPERATION UPHOLD DEMOCRACY for one month or longer.

Please do your best to answer all the questions accurately. Your answers will help determine how to better serve soldiers and commanders in the area of news availability in future deployments.

You will not be identified with the answers on this survey.

Definition of local news:

For the purposes of this survey, the term **local news** refers to the news from the Ft. Drum local area.

Please use the following numerical scale when responding to questions. Circle your response. Be sure to respond to every item. For example, for question 1, you will circle an answer for television, radio, newspaper, magazines, word of mouth and letters from home, not just one.

NONE (1)	INFREQUENTLY (2)	SOME (3)	FREQUENTLY (4)	ALWAYS (5)
-------------	---------------------	-------------	-------------------	---------------

1. **Prior** to my deployment to Operation Uphold Democracy in Haiti,
I received my **local news** from...

	None	Infrequently	Some	Frequently	Always
1. television	1	2	3	4	5
2. radio	1	2	3	4	5
3. newspapers	1	2	3	4	5
4. magazines	1	2	3	4	5
5. word of mouth	1	2	3	4	5
6. letters from home	1	2	3	4	5

2. **Prior** to my deployment to Operation Uphold Democracy in Haiti,
I received my **national news** from...

7. television	1	2	3	4	5
8. radio	1	2	3	4	5
9. newspapers	1	2	3	4	5
10. magazines	1	2	3	4	5
11. word of mouth	1	2	3	4	5
12. letters from home	1	2	3	4	5

Please go to next page.

3. **Prior** to my deployment to Operation Uphold Democracy in Haiti,
I received my **international news** from...

	None	Infrequently	Some	Frequently	Always
13. television	1	2	3	4	5
14. radio	1	2	3	4	5
15. newspapers	1	2	3	4	5
16. magazines	1	2	3	4	5
17. word of mouth	1	2	3	4	5
18. letters from home	1	2	3	4	5

4. **Prior** to my deployment to Operation Uphold Democracy in Haiti,
I was interested in ...

19. local news	1	2	3	4	5
20. national news	1	2	3	4	5
21. international news	1	2	3	4	5
22. sports news	1	2	3	4	5
23. Operation Uphold Democracy theater of operation news	1	2	3	4	5

5. **Prior** to deployment to Operation Uphold Democracy in Haiti,
the **Army source** from which I received most of my news was ...

24. post newspaper	1	2	3	4	5
25. Army Times	1	2	3	4	5
26. Soldiers Magazine	1	2	3	4	5
27. chain of command	1	2	3	4	5
28. Soldier's radio	1	2	3	4	5
29. command access TV	1	2	3	4	5

6. **While** deployed to Operation Uphold Democracy in Haiti,
I was interested in ...

30. local news	1	2	3	4	5
31. national news	1	2	3	4	5
32. international news	1	2	3	4	5
33. sports news	1	2	3	4	5
34. Operation Uphold Democracy theater of operation news	1	2	3	4	5

7. **While** deployed to Operation Uphold Democracy in Haiti,
my available news sources were ...

35. television	1	2	3	4	5
36. radio	1	2	3	4	5
37. newspapers	1	2	3	4	5
38. magazines	1	2	3	4	5
39. chain of command	1	2	3	4	5
40. letters from home	1	2	3	4	5
41. word of mouth	1	2	3	4	5

Please go to next page.

8. While deployed to Operation Uphold Democracy in Haiti,
the **Army source** from which I received most of my news was ...

	None	Infrequently	Some	Frequently	Always
42. AFRTS TV	1	2	3	4	5
43. post newspaper	1	2	3	4	5
44. Army Times	1	2	3	4	5
45. Soldiers Magazine	1	2	3	4	5
46. chain of command	1	2	3	4	5
47. AFRTS radio	1	2	3	4	5

9. While deployed to Operation Uphold Democracy in Haiti, did you watch televised news?
(48)

Yes ☐ No ☐ **IMPORTANT!** If you answered **Yes**, continue the survey with the next question. If
(1) (2) you answered **No**, skip to question 13 and continue.

10. While deployed to Operation Uphold Democracy in Haiti,
when I watched televised news, I watched ...

49. AFRTS TV	1	2	3	4	5
50. CNN	1	2	3	4	5
51. videotape news	1	2	3	4	5
52. other _____	1	2	3	4	5
(please specify)					

11. While deployed to Operation Uphold Democracy in Haiti,
when I watched televised news, I watched it in ...

53. work area	1	2	3	4	5
54. living quarters	1	2	3	4	5
55. dayroom area	1	2	3	4	5

12. While deployed to Operation Uphold Democracy in Haiti,
I watched television to ...

	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
56. Get immediate knowledge of big news events	1	2	3	4	5
57. Keep me informed about what is happening back home in the United States.	1	2	3	4	5
58. Understand what is going on.	1	2	3	4	5
59. Find issues affecting people like myself.	1	2	3	4	5
60. Just to pass the time.	1	2	3	4	5
61. To be entertained.	1	2	3	4	5
62. Get dramatic, exciting, entertaining news.	1	2	3	4	5
63. Be happy.	1	2	3	4	5
64. By being my friend when I am alone.	1	2	3	4	5
65. Find interesting or unusual stories I can tell others.	1	2	3	4	5
66. Improve the quality of my lifestyle.	1	2	3	4	5
67. Get information to pass to other people.	1	2	3	4	5
68. Get information on things I've seen such as movies, sports events and accidents.	1	2	3	4	5

Please go to next page.

13. **While** deployed to Operation Uphold Democracy in Haiti, did you listen to radio news?

(69)

Yes ☐ No ☐ **IMPORTANT!** If you answered **Yes**, continue the survey with the next question. If you answered **No**, skip to question 17 and continue.

(1) (2)

14. **While** deployed to Operation Uphold Democracy in Haiti, when I listened to radio news, I listened to ...

	None	Infrequently	Some	Frequently	Always
70. AFRTS radio	1	2	3	4	5
71. local radio stations	1	2	3	4	5
72. other _____ (please specify)	1	2	3	4	5

15. **While** deployed to Operation Uphold Democracy in Haiti, when I listened to radio news, I listened to it in ...

73. work area	1	2	3	4	5
74. living quarters	1	2	3	4	5
75. dayroom area	1	2	3	4	5

16. **While** deployed to Operation Uphold Democracy in Haiti, when I listened to radio news, I listened to it on...

76. civilian vehicle radio	1	2	3	4	5
77. military radio	1	2	3	4	5
78. boom-box	1	2	3	4	5
79. hand-held transistor	1	2	3	4	5
80. Walkman style radio	1	2	3	4	5

17. **While** deployed to Operation Uphold Democracy in Haiti, I listened to radio to ...

	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
81. Get immediate knowledge of big news events	1	2	3	4	5
82. Keep me informed about what is happening back home in the United States.	1	2	3	4	5
83. Understand what is going on.	1	2	3	4	5
84. Find issues affecting people like myself.	1	2	3	4	5
85. Just to pass the time.	1	2	3	4	5
86. To be entertained.	1	2	3	4	5
87. Get dramatic, exciting, entertaining news.	1	2	3	4	5
88. Be happy.	1	2	3	4	5
89. By being my friend when I am alone.	1	2	3	4	5
90. Find interesting or unusual stories I can tell others.	1	2	3	4	5
91. Improve the quality of my lifestyle.	1	2	3	4	5
92. Get information to pass to other people.	1	2	3	4	5
93. Get information on things I've seen such as movies, sports events and accidents.	1	2	3	4	5

Please go to next page.

18. While deployed to Operation Uphold Democracy in Haiti, did you read news?

(94)

Yes ☐ No ☐

(1) (2)

IMPORTANT! If you answered **Yes**, continue the survey with the next question. If you answered **No**, skip to question 20 and continue.

19. While deployed to Operation Uphold Democracy in Haiti, when I read, I read...

	None	Infrequently	Some	Frequently	Always
95. hometown newspapers	1	2	3	4	5
96. post newspaper	1	2	3	4	5
97. U.S. national newspapers	1	2	3	4	5
(name of newspaper) _____					
98. unit produced newspapers	1	2	3	4	5
99. magazines	1	2	3	4	5
(name of magazine) _____					

20. While deployed to Operation Uphold Democracy in Haiti, when I read news, the news was usually...(check only one)

(100)

- (1) ☐ one to three days old
(2) ☐ four days to a week old
(3) ☐ one to two weeks old
(4) ☐ two to three weeks old
(5) ☐ a month old or older

21. While deployed to Operation Uphold Democracy in Haiti, I read newspapers to ...

	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
101. Get immediate knowledge of big news events	1	2	3	4	5
102. Keep me informed about what is happening back home in the United States.	1	2	3	4	5
103. Understand what is going on.	1	2	3	4	5
104. Find issues affecting people like myself.	1	2	3	4	5
105. Just to pass the time.	1	2	3	4	5
106. To be entertained.	1	2	3	4	5
107. Get dramatic, exciting, entertaining news.	1	2	3	4	5
108. Be happy.	1	2	3	4	5
109. By being my friend when I am alone.	1	2	3	4	5
110. Find interesting or unusual stories I can tell others.	1	2	3	4	5
111. Improve the quality of my lifestyle.	1	2	3	4	5
112. Get information to pass to other people.	1	2	3	4	5
113. Get information on things I've seen such as movies, sports events and accidents.	1	2	3	4	5

Please go to next page.

22. While deployed to Operation Uphold Democracy in Haiti,
I read magazines to ...

	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
114. Get immediate knowledge of big news events	1	2	3	4	5
115. Keep me informed about what is happening back home in the United States.	1	2	3	4	5
116. Understand what is going on.	1	2	3	4	5
117. Find issues affecting people like myself.	1	2	3	4	5
118. Just to pass the time.	1	2	3	4	5
119. To be entertained.	1	2	3	4	5
120. Get dramatic, exciting, entertaining news.	1	2	3	4	5
121. Be happy.	1	2	3	4	5
122. By being my friend when I am alone.	1	2	3	4	5
123. Find interesting or unusual stories I can tell others.	1	2	3	4	5
124. Improve the quality of my lifestyle.	1	2	3	4	5
125. Get information to pass to other people.	1	2	3	4	5
126. Get information on things I've seen such as movies, sports events and accidents.	1	2	3	4	5

23. ⁽¹²⁷⁾ While deployed to Operation Uphold Democracy in Haiti,
my most valuable source of news was...(check only one)

- | | |
|---|--|
| (1) <input type="checkbox"/> television | (5) <input type="checkbox"/> command briefings |
| (2) <input type="checkbox"/> radio | (6) <input type="checkbox"/> chain of command |
| (3) <input type="checkbox"/> newspapers | (7) <input type="checkbox"/> word of mouth |
| (4) <input type="checkbox"/> magazines | |

24. While deployed to Operation Uphold Democracy in Haiti,
I was adequately kept informed about...

	Very inadequately	Inadequately	Neither	Adequately	Very adequately
128. local news	1	2	3	4	5
129. national news	1	2	3	4	5
130. international news	1	2	3	4	5
131. sports news	1	2	3	4	5
132. Operation Uphold Democracy theater of operation news	1	2	3	4	5

Please go to next page.

25. ⁽¹³³⁾ While deployed to Operation Uphold Democracy in Haiti,
my command/unit kept me adequately informed of news...

Very inadequately	Inadequately	Neither	Adequately	Very adequately
1	2	3	4	5

26. ⁽¹³⁴⁾ If I had only one choice for receiving news during future
deployments, it would be...(choose only one)

- (1) ☐ television (2) ☐ radio (3) ☐ newspaper (4) ☐ magazine
(5) ☐ command briefing (6) ☐ chain of command (7) ☐ word of mouth

27. Since returning from Operation Uphold Democracy in Haiti,
I have obtained my news from...

	None	Infrequently	Some	Frequently	Always
135. television	1	2	3	4	5
136. radio	1	2	3	4	5
137. newspapers	1	2	3	4	5
138. magazines	1	2	3	4	5
139. chain of command	1	2	3	4	5
140. letters from home	1	2	3	4	5
141. word of mouth	1	2	3	4	5

28. Since returning from Operation Uphold Democracy in Haiti,
I am interested in...

142. local news	1	2	3	4	5
143. national news	1	2	3	4	5
144. international news	1	2	3	4	5
145. sports news	1	2	3	4	5

Background Information

The answers to the following questions are confidential. They will be used for group statistics only.

29. ⁽¹⁴⁶⁾ Your sex..... ☐ Female ☐ Male
(1) (2)

Please go to next page.

"When I deployed in support of Operation Uphold Democracy in Haiti..."

30. My age was
(147)
31. My rank was
(148)
32. I had been enlisted/commissioned in the U.S. Army for(active federal service) _____ years _____ months
(149)
33. My branch in the Army was (i.e. infantry, transportation, military police, etc.) _____
(150)
34. The type of unit I served with was (i.e. transportation, etc.)
(151)
35. The position I filled in my unit was
(152)
36. My level of education was (**check one**)
(153)

- (1) ☐ non high school graduate (5) ☐ Associate degree
- (2) ☐ high school graduate or GED equivalent (6) ☐ Bachelor degree
- (3) ☐ 1 to 2 years of college (no degree) (7) ☐ postgraduate study (no degree)
- (4) ☐ 3 or more years of college (no degree) (8) ☐ Master degree or higher degree

37. I deployed for _____ months.
(154)

Please answer the following questions

38. What is your view of how timely news and command information was during Operation Uphold Democracy?
39. Were official Army views during Operation Uphold Democracy being consistent or inconsistent with unofficial news sources such as news media, rumors and letters from home? Please explain.

STOP

Please return the survey to your commander or the Division Public Affairs Officer
THANK YOU FOR YOUR TIME, COOPERATION AND PARTICIPATION.

APPENDIX D

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